



PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Vol. CLXXI, No. 7

NEW YORK, MAY 16, 1935

10c A COPY

A NEW USE FOR AN OLD FRIEND



For twenty-three years we have been advertising Sani-Flush, and Hygienic Products Company salesmen have been selling it, as the perfect agent for cleaning toilet bowls. It quickly and completely removes stains and incrustations resulting from the alkaline deposits of hard water.

For nearly a quarter of a century this has been its only job, and it has done it thoroughly.

One day, several months ago, a Hygienic official said to us: "The other day I put half a can of Sani-Flush in my automobile radiator and it cleaned out all the rust and scale in a jiffy."

"Jehosophat," said we. "Wait a minute," and out came the lead pencil. "There are something like 20,000,000 passenger cars in this country. Let's say the owners of half of these cars can be interested. Ten million radiators cleaned twice a year means a market for ten million additional cans of Sani-Flush annually."

Exhaustive tests have proved Sani-Flush a quick, efficient and harmless radiator cleaner. A ten-cent can, enough for one cleaning, was provided. National distribution through regular Sani-Flush outlets has been completed. And now advertising is informing America's millions of motorists about this new use for a well-known household help. If it takes with motorists as it has with housewives—Oh, Boy!



N. W. Ayer & Son

INCORPORATED

Advertising Headquarters

Washington Square

Philadelphia

*

New York Boston Chicago

San Francisco Detroit

London Montreal

Buenos Aires São Paulo



How many readers actually read your advertisements? How many sets tune in to your radio program? Just how effective is your advertising dollar?

We have the answers to these questions for Federal clients—dependable answers secured for us by an outside, unbiased research organization—answers showing that dollars spent through Federal buy more readers, buy more listeners, are more effective than average advertising dollars—more effective than directly competing advertising dollars.

These answers have been put into a brief, interesting and convincing story of great significance to any advertiser who wants to get the most out of his advertising appropriation. We would like to show it to you. No obligation, of course.

Just write or phone us asking for an appointment.

F E D E R A L
Advertising Agency, Inc.
444 Madison Avenue, New York
Telephone ELderado 5-6400

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PRINTERS' INK

NEW YORK, MAY 16, 1935

This Week

IN all other departments of life, one of the more helpful intangibles is the one called reciprocity.

In business, reciprocity is poison.

This week, C. B. Larrabee leads the issue with a consideration of how reciprocity, when it is applied to buying, cancels the effect of advertising and nullifies the effort of salesmanship.

Mr. Larrabee dares to hope that the evil can be eliminated. "In the long run," he predicts, "conscientious salesmanship and sound buying policies will furnish the key to the solution."

* * *

Attorneys both, Harry D. Nims and Stewart L. Whitman look at trade-mark legislation. As does a rash, statutes levying trade-mark tolls are spreading from legislature to legislature; and, incidentally, all the incipient laws seem to have emerged from the same authorship. Messrs. Nims and Whitman warn trade-mark owners to be vigilant and admonish them to protest.

* * *

One of the drawbacks of current standards and methods in business research is that "any goof can go out and ask ambiguous questions that a skilled cross-examiner wouldn't think of asking." Bad research, says L. E. McGivern, of *The News* (New York) is a business burden. He suggests ways in which research can be made to gather complete and dependable information.

* * *

Not even the AAA has harmed this year's crop of sales correspondence. E. E. Irwin, who has been examining the yield, estimates this year's output at bumper-size. Especially concerned with letters

whose purpose is to herald something new—some new product or new merchandising idea—he quotes interesting specimens under the title, "We Write to Introduce."

* * *

And now a new association of manufacturers marches upon the merchandising scene. Headed by the Irwin Auger Bit Company, of Wilmington, Ohio, and named the Institute of Fair Competition, Inc., these grouped producers pledge themselves not to sell to chain stores and mail-order houses. Andrew M. Howe sizes up the new movement, and wonders if it can keep moving—this under the heading, "Close Communion Selling."

* * *

At White Sulphur Springs, W. Va., last week, the A. N. A. played golf and had its collective picture taken. It also called names and, for emphasis, banged table tops. It rapped the vulgarians of advertising. It locked the doors and talked about agency compensation. Yet there were no casualties. Bernard A. Grimes reports the meeting under the heading, "Those Friendly A. N. A. Men."

* * *

Conceding that, because premium campaigns differ from each other, generalization is difficult, L. B. Krick, vice-president of McJunkin, points out eleven traps to avoid. Unlike as they are, however, all premium campaigns undertake to increase sales. Upon that premise, Mr. Krick lays out a set-up of specifications that will go far toward objective-insurance.

* * *

Involved in the task of setting up **A, B, and C schedules** for newspaper advertising are problems

that must be attacked one at a time. For example, there are factors to be considered other than comparative sizes of towns. This week, in the fourth of a series of articles, we hear from two agency men who have given the subject a great deal more than superficial study.

* * *

Not even her best friends will tell her, but she's an old flour-face. Further, she's afflicted with wash-day jitters and ironing-board back. In a word, the collective American woman is a mess. In morbid mood, P. H. Erbes has collected out of current advertising a whole **pathology of new ailments** and listed them under "More Plagues."

* * *

Subordinating price, International Silver glorifies its "Treasure Chest"—and launches an effort to induce retailers to sell quality goods again. The promotion still centers around the thought of selling

"pieces of eight" instead of pieces of six.

* * *

As is revealed by the **P. I. Advertising Index**, newspaper lineage for April was up over March and up over April of '34. On the same chronological bases, farm-paper space went up, also.

* * *

There is no visible evidence, at least not thus far, of a shortage in **sales contests**. On the assumption that contest-planners are hard at their planning, P. I. offers seven basic and important suggestions.

* * *

Belligerently, in newspaper space, Seattle's Committee of Five Hundred, composed of the city's business leaders, has carried to the public its fight against a threatened, broad-front **strike**. We quote excerpts from the copy in which the issue is laid squarely before the public.

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THE N

Red Lantern Department

There is no red lantern department in The New Yorker.

The New Yorker not alone turns down tons of advertising of products not meritorious in themselves, or not suitable to the tastes of New Yorker readers. It turns down hundredweights of advertising making spurious or excessive claims.

And there is no telling how much advertising The New Yorker turns down for no better reason than lack of taste in the presentation.

We prefer pyrotechnics in The New Yorker's editorial pages to red lanterns in its advertising pages—not alone as a matter of fair dealing with the reader; but because we believe that the believability and tastefulness of New Yorker advertising is a positive asset to The New Yorker with its readers.

And to every advertiser in The New Yorker's pages.

THE NEW YORKER, 25 West 45th St., N. Y.



EVERY index of business trends in Milwaukee indicates increasing sales opportunities. It's one of the healthiest markets you can find today and steadily getting better. A recent Brookmire Sales Map estimated that consumer income in Wisconsin would increase 25 per cent in 1935 over 1934—more than in any other state and twice the U. S. average.

Evidently, the Milwaukee-Wisconsin market offers one of the better opportunities to better your business this year!

THE MILWAUKEE JOURNAL

FIRST BY MERIT

O'Mara & Ormsbee, Inc. New York Chicago Detroit Los Angeles San Francisco

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Reciprocity

A Buying Policy That Is Menacing Good Advertising and Aggressive Salesmanship

By C. B. Larrabee

A SALESMAN walks into the office of the purchasing agent of a large industrial company in Pittsburgh. He tells a convincing sales story backed by facts and figures.

The purchasing agent listens and then turns to a card file.

"I see by our records," says the P. A., "that your company bought nothing from us last year. I am afraid, therefore, that we are not interested in your line. Thanks for calling just the same."

In New York City a large industrial supplier moves his office from one building to another building a block away. The reason for the move is that a company having a heavy stock interest in the latter building is a large customer of the supply house.

A Pennsylvania bank tells the salesman for an office fixtures company that it buys only from concerns that have accounts with the bank.

Down in Texas there is a group of factories that do not have to do reciprocal buying.

In Chicago there are a number of railroad supply houses. The supply houses bid against each other for the privilege of routing shipments from the Texas factories, paying the factories so much per car for the privilege as a lever to sell equipment to large railroads.

A large St. Louis company goes to a local jobbing house which is a heavy purchaser from another company. Says Company A to the jobber, "We want a sizable slice of B's business. We buy from you and you buy from Company B. Unless you are able to convince the purchasing agent of Company B that our products are what he should buy, we are afraid we shall be forced to seek new jobbers."

Each one of these pleasant little incidents is an example of what is known euphoniously as "reciprocity." More simply stated, it is the business philosophy of "you scratch my back and I'll scratch yours."

From the days of simple barter there has always been a certain amount of so-called reciprocity in business dealings. On the surface it is a legitimate enough practice. Theoretically, where two companies make products of equal merit and equal price, there is no reason why the purchasing agent should not buy the product of the company that purchases from his own organization.

Actually, reciprocity in business as it is carried on today has become in several industries a serious menace to sound, legitimate advertising and sales effort.

So scandalous was the condition in the railway industry that Joseph B. Eastman, Federal Co-ordinator of Transportation, was forced to object strenuously and publicly.

In a number of the heavy industries, particularly, reciprocity has become common practice.

Like many other bad practices, reciprocity has waxed fat on de-

*Candid camera shot
of actors during a
"MARCH of TIME"
broadcast*



2

BATT

Chieng



*Now producing
an average of*

1026 BROADCASTS

over

1307 STATIONS

for

24 CLIENTS EVERY WEEK



BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Advertising

383 MADISON AVENUE, NEW YORK

Chicago Boston Buffalo Pittsburgh Minneapolis

pression conditions. Companies that were satisfied to sell on a straight competitive basis during boom days found themselves confronted with the necessity of doing almost anything to get volume. One means of getting volume was the big stick of reciprocity. They used it mildly at first but as the practice spread in their industries they began to employ it with increasing vigor.

A lot has been said in Washington about how the Little Fellow is being put out of business by his large competitors. One phase of this subject which has received surprisingly little mention is that when reciprocity buying rules in an industry which has price stabilization provisions in its code, the small manufacturer in the long run hasn't a chance.

NRA Has Fostered Growth of Reciprocity

One of the greatest recent contributing factors to the growth of reciprocity buying has been the NRA. In those industries where some form of price stabilization or price fixing has taken place, reciprocity has flourished. Wherever a condition of equal prices exists most of the benefits of good old-fashioned salesmanship fly out the window. Getting business then resolves itself more and more into a mutual back-scratching.

In a bulletin recently issued by the National Association of Purchasing Agents, the advantages and disadvantages of reciprocity were summarized. The association in giving me permission to reprint from this bulletin wished it made clear that the views expressed are not to be considered official.

The summary of advantages and disadvantages is prefaced by the following definition of reciprocity which, incidentally, will do nicely until another one comes along:

"Reciprocity is the name given to that sinister, coercive force used by one selling organization against a prospective customer to get business from the latter based on the seller's ability to buy from the prospective customer and not necessarily on the facts as they may

exist in a purchase negotiation."

Following is the summary of the advantages of reciprocity:

- a. It shows the P. A. whether he is properly covering his possible and proper sources of supply.
- b. It will eventually destroy its greatest individual proponents.
- c. It puts the P. A. on the spot by demonstrating his knowledge of the facts, use of proper specifications and his co-operation and standing in his own organization.

Here are the disadvantages:

- a. It is based on the false premise that influence is still the way to get sales.
- b. It is the tool of monopoly.
- c. It is against good organization and does not usually follow "The Golden Rule."
- d. It tends or attempts to destroy the value of initiative, sound business relations, fair dealing and honesty as between buyer and seller.
- e. It is a hold-over from the days when proper purchasing was not considered a business necessity.
- f. It is destructive of morale.
- g. It is an attempt to force action against the facts.
- h. It is a confession of weakness and shows up poor selling.

In summary form the disadvantages look bad enough but how much worse they are in actual practice. Take, for example, the situation in a large company in the Middle West. Reciprocity buying became so serious that the purchasing agent finally had to work out a system of buying on a percentage basis from suppliers.

For instance, if six companies were bidding for the purchasing agent's business, it was necessary for him to determine the amount of purchases made from his company by the six bidders. Then he, in turn, worked out the percentage of purchases made by each bidder and bought from the bidders on the basis of these percentage figures.

Overlook for a moment the fact that advertising and salesmanship had absolutely no opportunity of

(Continued on page 82)

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1932
1933
1934



RITZY Costumes like this were being sold through The New York Times in 1919, when more advertising appeared in The Times than in any other New York newspaper. Clothing styles have come and gone but the importance of the audience reached by The Times has steadily increased... and every year since 1919, advertisers have recognized the sales-making power of The Times by placing in it more advertising than in any other newspaper in New York.

The New York Times

S.5 Agreement Near

*Printers' Ink Bureau,
Washington, D. C.*

IT actually does seem as if the opposing elements are soon going to reach a complete and satisfactory agreement as to the destiny of our old friend, the Copeland Food, Drugs and Cosmetic Bill (S. 5).

Within the next few days, if your correspondent reads the signs correctly, the bill, once more revised and re-written, will be submitted to the Senate. And this time it is so thoroughly rejuvenated that it is more than reason-

ably satisfactory to the opposing camps that have been pawing over it so bitterly.

Even so, it has plenty of teeth. The enforcement provisions are said to be more than sufficient properly to make it correct evils in branding advertising and general merchandising of the three lines mentioned.

Congress has a great deal to do and hot Washington weather is coming on. Possibly the measure will not be passed after all. But this will not be due to any lack of agreement as to its merits.

* * *

Major Cohen Dies

A LEADER in the business and political life of the South, Major John S. Cohen, president and editor of the Atlanta *Journal*, died May 13, aged sixty-five. A former United States Senator, he was vice-chairman of the Democratic Party.

Major Cohen resigned from the United States Naval Academy in

1886 to take up a career in journalism. He first joined the *Chronicle* in his native city of Augusta, becoming associated with the Atlanta *Journal* four years later.

He took an active part in the nomination of Franklin D. Roosevelt for President, and had been a close friend of Mr. Roosevelt for years.

* * *

"Drug World" Appears

Drug World, a fortnightly newspaper devoted to interests of manufacturers and wholesalers in drug, cosmetic and allied fields, made its appearance last Friday. It is produced by the Hearst Business Publications, of which R. F. Gardner is general manager. Howard Stephenson, editor of *American Druggist*, monthly Hearst magazine for retail druggists, also will edit *Drug World*.

Stewart Schackne, formerly with the Toledo *News-Bee*, becomes news editor. E. P. Flynn will be merchandising editor and K. B. Hurd, advertising manager. Both Mr. Flynn and Mr. Hurd serve *American Druggist* in similar capacities.

Drug World will appear on alternate Fridays. It has a format of 16 five-column pages.

* * *

Gets Gruen Watch Account

The Gruen Watch Company, Cincinnati, has placed its account with the de Garmo-Kilborn Corporation, New York agency. Newspaper, magazine and radio advertising will be used.

M-G-M Plans Outdoor Campaign

Metro-Goldwyn-Mayer has contracted for an outdoor campaign calling for 10,000 twenty-four-sheet posters monthly for six consecutive months in 1,500 cities, following a test of an outdoor campaign last fall as a tie-up with its newspaper and magazine advertising.

A favorable result of this step, according to the company, will be the ability to plan in advance a perfectly timed combination of outdoor, magazine and newspaper space.

The first picture to be given the advantage of the synchronized tie-up is "Reckless," according to Howard Deitz, advertising director. Non-cancelable contracts signed thus far for the outdoor medium call for an expenditure during the current summer of \$600,000.

* * *

Appoints Hutchins Agency

The Germanow-Simon Machine Company, Rochester, N. Y., "Flexo" unbreakable watch crystals and "Tel-Tru" thermometers, has appointed the Hutchins Advertising Company, Inc., of that city, to handle its advertising.



Meet JOE KRAUS—

He Knows His Groceries

JOE represents Chicago's retail grocers. If you want to know the market, he's there with RELIABLE information. He knows the beans Mrs. Glutz likes best, and the newspaper she shops for foodstuffs. He HAS to know to stay in business. National advertisers, far removed from the grocery counter, can successfully follow Joe's lead with their advertising.

Joe has important information that every food advertiser in the Chicago market ought to know. It's about Chicago's evening tabloid, the Daily TIMES.

In Chicago, Joe Kraus concentrates in the evening field. Last year more than 73% of the total retail grocery market lineage went in the evening, homegoing papers.

In 1930, the first full year of the TIMES' existence, Joe was wary of the new medium, but he tried

it with 6½% of his evening paper advertising. Results were satisfactory. By 1933, he had increased his lineage to 192,377 lines or 13.6%. Last year he ran 205,292 lines or 15%. FOR THE FIRST FOUR MONTHS OF 1935, THE TIMES CARRIED 88,727 LINES OR 21.1% OF JOE'S ADVERTISING.

Joe watched the TIMES' circulation grow from 130,000 to 224,000. He saw TIMES' ads move stock from his shelves at a profit. He consistently increased his expenditure in the TIMES until now, with a tabloid size page, it rates more than 1/5 of Joe's evening paper lineage, and still going up.

No national advertiser who wants to cover Chicago can afford to neglect the TIMES. Incidentally, it offers the lowest general milline rate in the evening field.

DAILY TIMES
Chicago's Picture Newspaper

National Representatives

SAWYER - FERGUSON - WALKER CO.

220 E. 42nd St., New York

Palmolive Building, Chicago

"When 'Omer smote his bloomin' lyre,
He'd 'eard men sing by land and sea;
An' what 'e thought 'e might require,
'E went and took, the same as me."



WHEN received the Royal Society three other men had achieved Walter Scott Thomas H. H. H. ... were also... these, Scott, had no pre-academician popular fiction Kipling's popularity when it's elder sister arts...the many and philosophy. His writer had frequently met in the quiet, that there only new work for the world, according to ultimate which the man action into the ed...stan last year dies every day.

CO

WHEN Rudyard Kipling received the gold medal of the Royal Society of Literature in 1926, three other men in more than a century had achieved that honor.

Walter Scott, George Meredith, Thomas Hardy...the equally distinguished authors who preceded...were also writers of fiction. And these, Scott, at least, like Kipling, had no prejudice in the minds of academicians because he wrote popular fiction.

Kipling spoke with the voice of authority when he said: "Fiction is man's elder sister. It is the oldest of arts...the mother of history, biography and philosophy."

This writer of *Great Fiction*, whose work frequently has appeared in *Cosmopolitan*, knew, as you may judge from the quotation that heads this page, that there were no new stories, only new ways of telling old ones. For the writers of today are condemned, according to Kipling, to "those ultimate comedies and tragedies which the God's mercifully limit man action and suffering."

into the editorial offices of *Cosmopolitan* last year poured more than 450 stories every calendar day.

All of these 16,000 tales turned on one of the 50 basic plots. From a tremendous number, written by both experienced and

budding authors alike, were chosen those few stories big enough in their emotional stimulus to interest and arouse more than 1,600,000 families every month.

During the past four years various advertising agencies made a series of reader-interest surveys for *Good Housekeeping* and *Time*. The most thought-provoking result is the strength of those magazines that depend on the quality of their fiction for their continued hold on their readers.

No one must weigh the quality of a magazine's fiction so keenly as the man who projects his advertising against its background...an idea that gains swift acceptance and appreciation as advertisers and agents take new appraisal of, and find new respect for, the emotional stimulus of *Great Fiction*.

By every indication *Great Fiction* is the most profitable background for *Effective Advertising*. Who doubts that the Far-East stories of Kipling and Maugham stimulate round-the-world travel? Or for that matter who questions the value of a Katherine Brush serial in arousing a dormant interest in clothes and cosmetics?

Men who sell know the emotional power of *Great Fiction*. Those who know it best use *Cosmopolitan* most...for this magazine, by accepted critical standards, prints more *Great Fiction* per issue than any other.

THE MOST INFLUENTIAL
BOOKS, AND THE TRUEST
IN THEIR INFLUENCE, ARE
WORKS OF FICTION," SAID
ROBERT LOUIS STEVENSON.
"THEY RE-ARRANGE, THEY
REPEAT, THEY CLARIFY
THE LESSONS OF LIFE."

COSMOPOLITAN

Trade-Mark Menace

Complete Loss of Good-Will Threatened by Legislation of Sort Vetoed in Nevada

By Harry D. Nims and Stewart L. Whitman

Of the New York Bar

THE recent death of the Nevada trade-mark registration bill by the veto of Governor Kirman, whose action has been praised in editorials in *PRINTERS' INK*, the *New York Times* and elsewhere, does not end finally the attack on trade-mark rights represented by this type of legislation.

Similar bills of apparently the same authorship, making unregistered trade-marks public property subject to appropriation by anyone who registers them, were introduced in the legislatures of New York and Maryland. There is little doubt that they will be re-introduced when these legislatures re-convene and that similar attempts will be made in other States. Because of its revenue raising possibilities such legislation is dangerously tempting to local legislators, while the hope of substantial profit from fees for advice and assistance in registration assures continued enthusiastic support from its sponsors.

To be prepared to meet this threat to their good-will, trade-mark owners should be fully informed as to what is involved. The bills that a user of numerous marks will have to pay in the way of registration fees and fees to the service companies (sponsors of such legislation), who hope to be retained to procure registrations, may run up to more than \$100,000 a year.

But this is a comparatively unimportant item. More serious is the danger of complete loss of valuable trade-marks and good-will. In a State where such legislation is enacted no trade-mark owner will be able fully to protect his property even though he com-

plies in every respect and pays his fees to the State and to the service companies and to his lawyers. The most astute of lawyers cannot protect him from the loss of public confidence and trust in trademarks bound to follow. Even if subsequently declared unconstitutional, such a law will cause damage to good-will requiring years of costly re-building.

Deep Rooted in the Common Law

Public trust and confidence which give to brands and trademarks their value is deep rooted in the common law. In England this body of law is compact, not affected by territorial division; here it is the composite law of the several sovereign States. It is fortunate for trade-mark owners that up to the present time each of the States has preserved this common law of trade-marks. The State trade-mark registration laws, like the Federal law, as interpreted by the courts, have given procedural advantages and inflicted statutory penalties but have left inviolate the property rights of trade-mark users. The States have recognized the principles of trade-mark and unfair competition law developed during the last century and set forth by the United States Supreme Court in various important decisions affecting trade-mark rights in interstate commerce.

Foremost among these well-established principles are the following: (1) Trade-mark rights arise only from use of the mark on goods in commerce. (2) These rights are co-extensive with trade and do not extend into territory where goods have not been sold or

the mark has not been used or otherwise become known and (3) a trade-mark in itself is not a thing that can be sold or leased or handed about from person to person; unlike a patent or copyright, it cannot be represented by a document under seal and so transferred. It is meaningless and valueless unless it continues to stand for the good-will of the business in which it has been used and, therefore, can be sold only together with that business.

Other Countries Follow Different Principle

These principles, although fundamental in the common law, are not universal. Many European countries, as for example, Spain, Portugal and Finland, most of Latin America—notably Argentina, and also Japan, confer absolute title on the first person to register a trademark, irrespective of whose goods may have been first associated with the mark by use and advertising. Many Americans have come to know the practical effect of this so-called continental system by loss of their trade-marks in foreign countries; others have saved their foreign rights only by ransoming their trade-marks from unscrupulous persons.

These make a practice of appropriating and registering valuable trade-marks, forestalling the American owner who, when he is ready to export into that country, finds that goods branded with his marks are subject to confiscation. A few years ago this piracy became so notorious as to seriously endanger trade relations of the countries involved. Diplomatic channels frequently were used for the protection of American merchants. In Portugal in 1919 a gentleman of Oporto registered the trade-marks of sixteen automobile companies and kept their goods off the market until persuaded to relinquish his registrations, which was accomplished only after representations by the American Secretary to the Portuguese authorities and payment of a substantial consideration.

This intolerable situation has

since been somewhat ameliorated by trade conventions, but it still causes trouble and loss to American trade and in many countries has earned the name of the pirate system of trade-mark registration. It is diametrically opposed to the American doctrine with its common law basis, and in the United States would mean business chaos. It would create forty-eight separate and distinct territories in which every trade-mark owner would have to register in order to insure protection. He would have to register in all the forty-eight States even though he were selling in only two or three. Though his brand may have become well known all over the United States and have been advertised in magazines reaching all parts of the country, someone might register first and so be empowered to steal his good-will and to use his mark to deceive the public.

The rich opportunity for a new legalized form of blackmail that this would create is obvious. For instance, failure to register "Kodak" by the Eastman Kodak Company in Illinois before someone else did so, might result in Kodak cameras meaning cameras of the Eastman Kodak Company in New York and of someone else in Illinois; Talon slide fasteners in Pennsylvania might mean a product of the Hookless Fastener Company and in California a fastener made by XYZ; and this, despite the fact that the radio has made the nation a territorial unit insofar as advertised trade-marks are concerned.

If Marks May Be Transferred Like Chattels

This confusion will be the worse confounded by the provision, which is part of the program represented by the defeated Nevada bill, that trade-marks may be transferred like ordinary chattels independently of the business in which they are used. By this a mark such as "Kodak" on which the public has relied for years as a guarantee that cameras were made by the Eastman company, tomorrow might mean someone else's camera. It is easy to see that under such a sys-

May 16, 1935

May

the MORTON'S PIE CHART

THE
MORTONS
AND THEIR KIND
OF YOUNG AMER-
ICAN FAMILIES
BUY AT LEAST
half
THE FOOD SOLD
IN CHICAGO



CHICAGO is the second largest food market in America. The place of the Chicago American in this market is at the head of the table—the most important single food medium in Chicago. Look at the pie chart at left: American readers buy at least half the food sold in Chicago. And look at the Mortons. They're typical of the American's special kind of circulation.

Quantity of circulation is important to the food advertiser: The American has the largest evening circulation in town. Quality of circulation is equally important: The American is read by young men and women like the Mortons—with children living at home. This kind of "growing family" obviously consumes more food per family than any other type.

No other paper in Chicago has so much concentrated circulation among men and women in their 30s and 40s as the American. We've built this circulation, over a period of years, by an editorial policy that appeals to young, active readers—the facts of life, whether pleasant or not, tersely presented, dramatically illustrated. Today it is the most responsive circulation in Chicago. No food advertiser can do a real job without the Mortons and their kind of nice young American families. Make no mistake: Chicago is a two-paper town—and the American is Chicago's No. 1 evening newspaper.

CHICAGO AMERICAN

... more Buying Power to you

NATIONAL REPRESENTATIVES:
Hearst International Advertising Service
Rodney E. Boone, General Manager

tem the public no longer could place any reliance on any trade-mark and the millions of dollars in good-will and advertising investment that American trade-marks now represent would be a total loss.

Governor Kirman in his message disapproving the Nevada bill said: "However much the State of Nevada may be in need of additional revenue, we cannot afford to pay therefor the price this bill will exact of us." But that one tempting feature, revenue through registration fees, makes legislators forgetful of the price in terms of lost good-will and legalized fraud. In Nevada the bill passed the House with only one dissenting vote and was quickly engineered through

the Senate. It was then that local distributors and dealers took notice. The Nevada press denounced the bill and the Governor was swamped with protests.

After the hearing the local sponsor of the bill frankly admitted that it was offered merely for revenue purposes. The real backers and sponsors were known to be so-called service companies who make a profit by procuring registrations. They came very close indeed to achieving their goal in Nevada. Their next attempt, whether in New York or elsewhere, may be successful unless trade-mark owners are vigilant and vigorously protest against the passage of such legislation wherever it may be introduced.



Raytheon Names Corwin

Charles I. Corwin has joined the New York office of the Raytheon Production Corporation as advertising manager. He spent over ten years in the radio, advertising and sales promotion divisions of the National Carbon Company. Subsequently he was engaged in editorial and advisory advertising work. In his new capacity he will direct the sales promotion and advertising work for Raytheon 4 Pillar Tubes for the Newton, Mass., New York, Chicago and San Francisco offices of the company.

Gowen to Producers' Council

John F. Gowen has been appointed executive secretary of The Producers' Council, Inc., New York, composed of manufacturers of building materials and equipment, to succeed Harry Sherman. Mr. Gowen, at present one of the executive staff of Lehman Brothers, investment bankers, will assume his new duties on June 3. He is a former secretary of the Copper & Brass Research Association.

Howard Adds Mooney

H. L. Mooney, formerly research director of Hanff-Metzger, Inc., more recently with the sales promotion division of American Radiator, has been appointed research director of the E. T. Howard Company, Inc., New York agency.

Transferred by Getchell

Orrin P. Kilbourn, vice-president of J. Stirling Getchell, Inc., is now making his headquarters in the New York office of this agency. He is succeeded as Detroit manager by Frank Sharp, who has been in charge of all production.

Wallis Howe to "Herald Tribune"

Wallis E. Howe, Jr., who has been in charge of book advertising for *The Atlantic Monthly*, has joined the book advertising department of the New York *Herald Tribune*. Harry Apeler, who has for some time been assistant national advertising manager of the *Herald Tribune*, will continue in that capacity but will in the future give less attention to books and more to other national business. Howard W. Cook, of the *Herald Tribune*, will continue in the book advertising department.

R. B. Barton Joins L. & T.

R. B. Barton, recently with *The American Weekly*, has joined the Chicago staff of Lord & Thomas in charge of the new business department of that office. He was formerly sales and advertising manager of the Elgin National Watch Company and at one time was with Lennen & Mitchell, Inc., New York agency. He has also served as vice-president of the Manz Corporation, Chicago printer.

Freund Has Essley Shirt

The Essley Shirt Company, originator of the Essley shirt with the Trubenized collar, has placed its advertising account with Morton Freund, New York agency. This agency directed the account up until a few months ago. National magazine advertising will be used to back up an intensive retail sales promotion.

Gets Weatherbest Account

The Weatherbest Corporation, North Tonawanda, N. Y., stained shingles and shingle stain, has placed its advertising account with the Moss-Chase Company, Buffalo, N. Y., agency. Newspapers and magazines are being used.

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High Cost of Bad Research Tax on Business

Surveys too often are based on the questionable scientific method of "I'll ask the wife." Mr. McGivena, in a talk last week before the convention of the Association of National Advertisers, Inc., pointed out some of the factors that interfere with accurate research and some of the things that make it essential, if a survey is to be made, that only experienced workers in the field be entrusted with the important job.

By L. E. McGivena

The *News*, New York

ABOUT three decades ago, with the passing of whiskers, the emergence of the female stenographer, the decline of the ornate signature and the cuspidor, American business began to resolve itself out of an isolation as splendid and as senseless as the ground-hogs and looked with interest on the outside world.

Manufacturers in competitive fields found that their closely guarded secret processes and methods were astonishingly similar—a fact which their employees had long known. Details of business were frankly published and exchanged. And after a while, the shutters came down and business men began to look at the great world outside with curiosity and interest. They have been consumed with a passion for facts ever since.

This appetite for information was accompanied by a vast eagerness and will to believe, and a childish credulity. The sacrosanctity of figures and the common conviction that figures cannot lie made anything acceptable that could be reduced to figures.

The reality and factness of figures have been a fetish, although figures may have no more relation to reality than a Wagnerian opera and offer as large a field for the imagination and creative instinct as words or any art form. And an actual fact may often be as difficult to certify as the state of a feminine

mind. Nevertheless, the relentless and insatiable pursuit of information has gone on, and the ensuing procedure at its too prevalent worst has approached alchemy and arrived at charlatany; and at its rare best has almost approximated science.

With the growth of advertising, the need for information became more imperative and research grew to the proportion of a national pastime. Much of it in its early stages was downright dishonest, intended to deceive. The buyer had plenty of cause to beware.

One bright young man gladdened the heart of a milk canner by conducting a series of consumers' preference tests for the product among women's clubs. The milks to be tested were poured into ten similar glass pitchers, labeled from one to ten. The clubwomen tasted. And in test after test, this particular canner's milk was consistently preferred by 70 per cent of the testees. And why not—when the tester put his own brand in seven of the ten pitchers?

There was also the old reliable method of guaranteeing a favorable result for the client by discarding enough calls or questionnaires which didn't give the client the right verdict. Out of 20,000 questionnaires, 6,000 which showed negative were scrapped and the client made a fine proportionate showing among the remaining 14,000. This

was looked on at one time as pretty snappy research.

The charlatany and deception are pretty generally out of the picture today. Virtually all research is honest in intent, with no deliberate phenagling. The gold-brick merchant, the sleight-of-hand boys, and the snake-oil sellers are no longer a peril or a problem.

Waste Due to the American Amateur Spirit

The obvious, pitiful, wasteful wrong in research today is the good old American amateur spirit—with all the innocence, ignorance, self-confidence and bungling of the rankest amateur.

Somewhere in this great land of the free and literate, there may possibly be a business man who does not think he can write a questionnaire—but I have never met him. Somewhere there may be an executive who does not feel competent to organize and direct an investigation or survey, but he is as rare as the giant panda.

Throughout most of this world of commerce exists a strong conviction that almost anybody can concoct a questionnaire; hire college boys, relief workers or ex-chorus girls to ring doorbells, ask impudent questions, make out reports—and somehow in the resulting aggregate arrive at the approximate truth about something.

Executives sit in solemn conference and devise questions that are as irrelevant to the issue as Sunday is to a rabbit; questions that develop misinformation of as much value as varicose veins to an adagio dancer. Men with no idea of how their customers live, think or feel; without any real appreciation of the actual significance of the words they use; without any inkling of the social implications of the questions they conjure up; without any experience in interviewing—blithely plan and carry out surveys, confidently compile and interpret appalling pyramids of *non-sequiturs*, and pass out the resultant hash as the truth, the whole truth and nothing but the truth. And many of these men, I regret to say, have some status as authorities in research.

A group of able, educated, and experienced corporation lawyers will work for weeks on a corporate mortgage, weigh every word and its implication, consider the possible significance of every phrase, clause and period; state clearly the rights, obligations and limitations of each party involved; and produce a clear, definite document that for a hundred years hence will get a uniform interpretation from seven of nine of the stupidest judges ever likely by any chance to sit in the Supreme Court. Yet the business which is so canny and careful about a mortgage will not require one-tenth of 1 per cent of the same skill, care and effort in dealing with information which may easily be worth far more than the mortgage.

A famous cross-examiner, a Darrow, Steuer, Fallon or Liebowitz, will spend hours and sometimes days of careful, deliberate questioning of a bored and disinterested witness to establish a simple fact, or even the likelihood of a simple fact—such as the physical presence of a certain person on the night of March 19, or whether the door was open or closed, or just what was said upon a certain occasion. Yet any goof is permitted to go out and ask a long series of ambiguous questions that a skilled cross-examiner wouldn't dream of asking.

When Information Is Supplied By Newspapers

It is a compliment to newspapers, perhaps, that people depend upon them for information. It is also a compliment perhaps, that advertisers often depend upon newspapers for information about their product or their field. As a consequence, the newspaper gets some amazing requests—sent on in perfect confidence. And the newspaperman answers these requests with less confidence but with willingness and good cheer.

A common type of request used to be for consumption data—the most difficult of all data to obtain. An agency, for instance, would like to know how much coffee is consumed in a certain newspaper's market—and at what price it is

The Indianapolis News

SELLS THE INDIANAPOLIS RADIUS

New York:

Dan A. Carroll, 110 E. 42nd St.

Chicago

J. E. Lutz, 180 N. Mich. Ave.



bought by the consumers. Upon receiving the request, Mr. Joe Bloom, of the national advertising department of the *Hoopla Blade*, thinks it over. His thinking goes something like this:

"Well, we're an average family. I'll ask the wife."

So he phones his wife, who by this time considers such queries the accepted lot of an advertising man's wife.

"Hi, Toots. How much coffee do you buy and whatta you pay for it?"

So Toots says, "Well, I usually get a pound every two weeks except when mother is here and then a pound lasts only ten days—but we're not very heavy coffee drinkers, you know, Joe. And I pay 39 cents a pound, although there are lots of good coffees for less. Are you going to be home tonight in time to water the lawn?"

With these basic facts, Joe figures a pound every ten days will be a safe average, and that makes thirty pounds per family per year. Multiply thirty pounds by the number of families in the *Blade* territory and you have the consumption figure. And as Mrs. Joe said 39 cents was a little high, better make it 30 cents. (If Joe were a research authority, he would call this procedure an "adjustment.") Now the total number of pounds times 30 cents will give the amount spent in the market for coffee.

The agency doesn't ask the *Blade* to go into details about the size of its market, so Joe doesn't go into details. He just dishes up the figures, pointing out the alleged fact that the *Blade* readers consume a heck of a lot of coffee, and that the *Blade* therefore is a swell coffee medium.

* * *

Once the president of a very large agency sent us a very large questionnaire about perfumes. Many of his questions could have been answered from the Encyclopedia Britannica; we assumed, however, that he had his own copy of the Britannica. But the gem of this particular questionnaire was a query as to the annual sale in the New

York market of various odors—and only God knew the answer to that.

A few years back, when radio set manufacturers were popping up out of every cuspidor, a high-powered sales manager demanded by return mail the number of radio sets sold for each of the five years past, by type and price range. We told him that we didn't know and didn't know how to find out. He wrote back a very indignant letter, to the effect that all the other newspapers he had queried had supplied the information; and suggested that we get next to ourselves and learn something about our market.

It all comes under the head of research! Fortunately the trade associations, the 1929 Census of Retail Distribution and the 1933 Census of Business by the Department of Commerce have established some milestones for the estimate of consumption and sale of various commodities by territories—and we are rarely bothered nowadays by consumption data requests.

* * *

Let me enumerate some of the factors in the audience which make good research difficult and precarious:

The Vanity Factor. People are sensitive to things which they think affect their status; they don't want to appear dumb, cheap, stupid.

A query among New York City women as to the number of pairs of silk stockings they bought in a year and the price they paid disclosed that the average annual purchases of stockings was thirty-six pairs, and the average price was \$2. Yet thirty-six pairs a year per adult woman would triple the hose volume in New York City; and the most popular price at the time of the investigation was 69 cents.

The Respectability Factor. There are a variety of *mores* and innumerable codes on conduct, possessions and practice which color people's minds and outlooks. Some Pennsylvania housewives religiously clean and polish the white sandstone steps every morning, but are unashamed of dirty children. Some families fear debt and even con-

Port of BALTIMORE Leads in Valuation Gain for 1934...

PORT STATISTICS

The official data on exports in 1934 from the leading American ports, prepared by the Department of Commerce, shows that Baltimore led in percentage of gain in valuation. As pointed out by the *Port of Baltimore Bulletin*, gain in valuation is not as significant as gain in tonnage. But the increase of 58.8 per cent. here is significant in comparison with that shown by the port's competitors: 56.3 for Norfolk; 43.6 for New York; 14.1 for Philadelphia, and 15.2 per cent. for New Orleans. Gain in value of imports at this port was exceeded only by that at Norfolk.

Baltimore is deeply concerned in the up-building of foreign trade and activities on the water front, which have been so important a contribution to the city's economic welfare throughout the past and are so important to its future. How important that contribution is will be made clear in the coming month in connection with the observation of "National Foreign Trade Week," sponsored throughout the country by the Chamber of Commerce of the United States. An interesting program will be presented in this city, the purpose being to familiarize Baltimoreans with the city's al stake in maintenance of its shipping

THE SUNPAPERS In April

Daily (M & E)
283,664

Gain of 4,450
Over Apr., 1934

The celebration here and elsewhere, which will direct attention to the essential need of all of export and import business, should help in arousing public recognition of gers involved in the agitation of more and more barriers to Amer- de with foreign nations.

—THE SUN
May 2, 1935

It Takes Time to Make Friends

DOWN on lower Broadway in New York City is an organization which invests more than eight hundred thousand dollars in magazine advertising each year—most all of it to make friends. Near Madison Square is another which invests more than a million annually—not to sell any product or service directly, but to interpret itself to many people—to lay the foundation for lasting business friendships.

Nothing fosters sales like friendships . . . solid business friendships based on confidence, long acquaintance and mutual satisfaction. These friendships are the one great advantage a long-established firm has over an aggressor newcomer.



*Nation's
Business*

265,000 CIRCULATION

PUBLISHED MONTHLY AT WASHINGTON D. C. THE UNITED STATES

et Make Friends

It TAKES TIME to MAKE FRIENDS. A magazine's strength lies in its organization, too . . . in those staunch business editors who put down the full subscription price for a year or two or three—year—once but time after time. These friends are especially important to any advertiser because they provide a stable audience to which he can devote the necessary time to make friends for himself and his product or service. He can insure they will read his message month to month and year after year, not just for a brief trial period that is soon over and forgotten.

In the last twelve years an average of 9% of all NATION'S BUSINESS subscribers have been renewed—more than once, 10% of them for three years. Of all sales satisfied any year, an average of 53% are for three full years. Only a fraction of one percent are for less than one year. g-est NATION'S BUSINESS keeps its subscribers long enough for the advertiser to make lasting friends of them.

n Business

5,000 CIRCULATION

TON THE UNITED STATES CHAMBER OF COMMERCE



sider a mortgage a minor disgrace; others wallow in instalment payments. Some farmers part with money willingly for the barn, unwillingly for the house. Some people skimp on meals to buy gasoline and go to the movies. And so on.

Most Americans hate to be thought cheap, will rarely admit buying or using the cheapest brands. Few women will admit using rayon underwear. The manufacturers of toothbrushes estimate that a little more than a quarter of the population uses toothbrushes; but the other three-quarters will not admit not using them. When liquor surveys are made, nobody seems to buy cheap whiskey.

Women in Chicago, when asked for the name of the department store where they did most of their buying gave Marshall Field & Company first mention. But when asked in which store they made their last purchase, Wieboldt's topped the list.

Thus any survey which touches on the sensitive points, is bound to contain biases, blind spots and omissions. The investigator must know local people and local standards of respectability.

The Credit Factor. Any question which in the mind of the person interviewed reflects on his or her credit standing or attempts to disclose his or her income—meets resistance. People lie, refuse to talk. They exaggerate their status or deprecate it. One unconsidered question in this field may cause a vast amount of resentment.

A few years ago we made for some New York department stores a number of small studies to get some index on department-store preferences among our readers. The lists used were women who had bought patterns from us and hence were known readers of the paper. We sent out letters which rather flatteringly told them how much they would help us if they answered the questions on the accompanying postcard. The questions concerned their favorite department store, the department-store advertising they followed, and other newspapers read. With this

letter and postcard we got returns that ran consistently from 16 to 24 per cent—from 160 to 240 cards returned out of every 1,000 sent out.

Then one department-store executive wanted to add another question—"With which stores do you have charge accounts?" Out of the 1,000 cards with this fourth question added, only two came back—and the fourth question on both was blank!

The Intelligence Factor. Does the audience know what your questions mean? Are you using words or terms which have trade connotations of which the general public is ignorant?

Two years ago, investigators approached women on the principal shopping streets in New York City, displayed a collection of headlines clipped from department-store advertisements and asked an innocent question—"Which of these statements influenced you the most?"

It was very difficult to get any positive answers. Some of them seemed confused and many of them seemed resentful. Subsequently, the question was changed to read "Which of these statements do you believe?" Answers were readily secured. The word "influence" in New York has a widespread political connotation, and some hint of coercion. Most women were unwilling to admit that they were influenced by anything.

A few years ago an investigator asked several hundred women factory workers if they were in favor of uniform divorce laws. Almost without exception they were definitely opposed to uniform divorce laws. A more intelligent investigator checked up on this experience and after talking with the women found out that they were under the impression that a uniform divorce law was a law to compel divorced women to wear a uniform.

Agencies and advertisers making media studies often ask "Which feature do you like most?" Unless the investigator puts the answers in the mouths of the people interviewed, there aren't many answers—because the term "feature" has no significance and connection with newspapers to most people. A

feature is a part of a face, and not a part of a newspaper.

The Interested Minority. A questionnaire is sent to several thousand women in an effort to discover how much baking powder they used. The returns indicated a baking powder consumption far in excess of the actual market—because the women who answered the questionnaire were women who did their own baking, an interested minority.

If you attempt to discover people's opinions on diet or the value of certain foods at the present time, the response you get today will pretty much come out of Dr. Hay's books—because the people who are enough interested in diet to answer your questionnaire are mostly Hay enthusiasts.

This interested minority will make any survey cockeyed.

A Psychopathic Fraction. Lastly, there are all sorts of enthusiasts, fans and fanatics. Touch on the subjects they are interested in and they will give any survey an overwhelming bias. You often find them where you least expect to.

The field or territory of your inquiry must be very carefully chosen. Many of the investigations made in New York City are under the direction of people who do not know the city well enough to allocate calls and distribute interviews.

One advertising agency selected two neighborhoods which are considered typically middle-class and made a survey on tea. The results showed that tea consumption in the metropolitan middle-class was virtually negligible. Then somebody found out that both neighborhoods were composed mainly of Italians—heavy consumers of coffee but non-users of tea.

An advertising agent from out of town made a survey to determine the distribution of a certain cigar in New York City and reported that it had no distribution. The manufacturer, however, was shipping 1,000,000 cigars a week into New York City. Subsequently, it was learned that the agency man confined all his calls to 42nd Street and along upper Broadway.

An advertising agency represen-

tative from a Southern city made an investigation to determine the market in New York City for a \$2-a-pound candy. He reported that the maximum was about fifty outlets, all department stores and a few large uptown drug stores. Yet there were more than 1,000 neighborhood drug stores in the city carrying a competitive \$2 line.

The field of your investigation must be representative. New York City, for instance, is not the United States nor at all typical of the whole country.

Recently an advertising agency made for a manufacturer a survey in Glen Ridge, N. J., Larchmont in Westchester and Garden City, L. I. These three spots were selected, said the survey, because they were representative of the New York City suburban area. As a matter of fact, these three communities combined total less than 20,000 people, out of a total population of 5,000,000 in the New York suburban area—a sample of four one-thousandths of 1 per cent! The median family income in these three communities is better than twice the prevailing average for the suburban area.

Some investigators work on the principle of interviewing a family on every second block. Yet there are blocks in New York City which have a population of sixty-five people, and other blocks with a population of 11,000.

Most researchers place unlimited confidence in the law of averages. Few of them seem to know the law or logic which says that to go from a specific to a general is a fallacy.

* * *

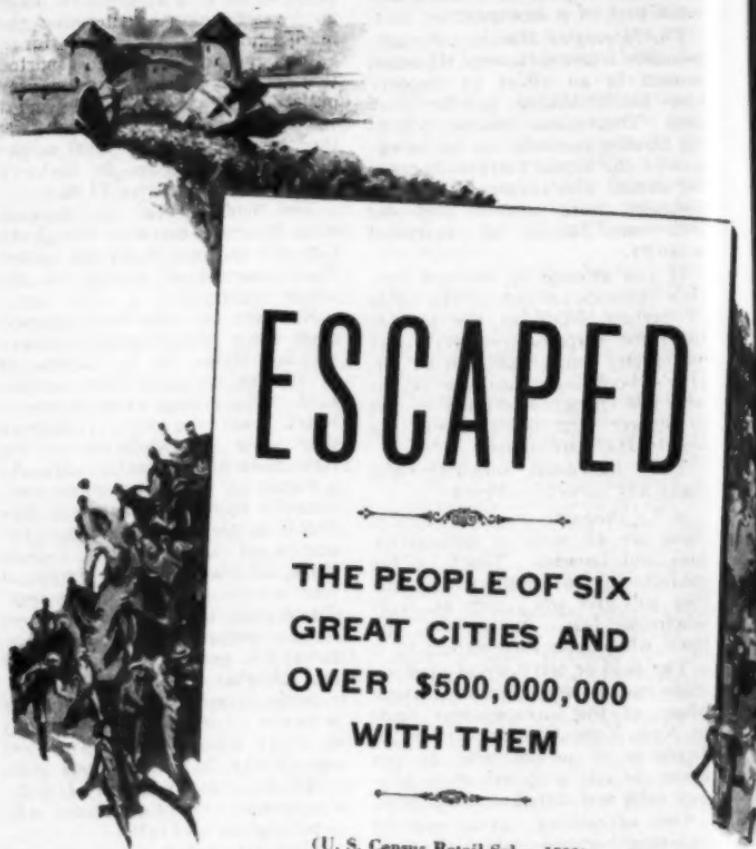
Even such a minor branch of research as product surveys among retailers has its pitfalls.

Ask retailers how much they sell of any certain item. Then ask them two or three questions to get their minds off that subject—and ask them the quantity and frequency of their orders. Their estimate of sales runs consistently about 20 per cent more than their purchases; they remember their own orders pretty clearly, but don't remember their customers' orders.

Investigation as to the popularity

May 16, 1935

May



ESCAPED

THE PEOPLE OF SIX
GREAT CITIES AND
OVER \$500,000,000
WITH THEM

(U. S. Census Retail Sales, 1933)

Buffalo	\$162,526,000
Indianapolis	104,177,000
Columbus	93,253,000
Akron	70,445,000
Springfield, Mass.	58,010,000
Worcester	54,597,000

TOTAL SALES, 6 cities . . . \$543,008,000 *

*NOTE: By U. S. Census data, New York Evening Journal families annually buy greatly in excess of \$543,008,000.

NE

TIONALLY



THE retail purchases of these six great cities seem highly important to every manufacturer. They are. Yet their total volume is not as great as another great market, a city within a city....

For there are more than 600,000 solid, substantial New York homes, annually spending well over Half a Billion dollars, in which the New York Evening Journal is, and always has been, *the preferred newspaper*.

With the Journal, scores of advertisers have been signally successful. Without it, the huge purchases of its readers escape . . . and anywhere near maximum profit cannot possibly be won.

NEW YORK JOURNAL

•
THE NECESSARY NEWSPAPER
•

ATIONALLY REPRESENTED BY HEARST INTERNATIONAL ADVERTISING SERVICE
RODNEY E. BOONE, GENERAL MANAGER

of dentifrices recently gave the lead to a toothpaste which had never ranked high before. A further investigation developed the fact that most of the retailers interviewed had recently bought a large deal of the toothpaste they mentioned.

Investigation to determine the sales leaders among 5-cent cigars barely mentioned the obvious leader—because the wholesale price of that brand had recently been raised and the dealers were sore about it!

* * *

And when are we going to learn that interviewing is delicate, ticklish problem, requiring the best possible research brains and technique; and not adequately or conscientiously done when left to juniors while the master minds of research sit in their offices?

* * *

Pro-Phy-Lac-Tic Advancements

Roger Farr has been appointed merchandise manager and Victor W. Fitch sales manager in charge of the toilet brush division of the Pro-Phy-Lac-Tic Brush Company, Florence, Mass. For the last three years, Mr. Farr has been in charge of the New York branch of the company. He will make his headquarters in New York for the next six months. For the last five years, Mr. Fitch has been doing special work for the company at Florence. It is the intention of the company, it is stated, to carry on a more intensive merchandising and sales campaign during the coming year.

* * *

Doherty Now Chief Crier

James A. Doherty, of the Providence Journal, has been elected chief crier of the Town Criers of Rhode Island, advertising organization. Ernest J. Meyer was elected scrivener; John F. O'Donnell, funds holder; Franklin S. Weston, deputy chief crier. William Larchar was named chairman of the advertising committee.

* * *

Guth Names McDonald

The Edwin F. Guth Company, St. Louis, maker of "Guthfans" and lighting fixtures, has appointed G. L. McDonald as advertising manager. Until recently he was with the Kantiol Company, St. Louis, in a similar capacity.

* * *

J. J. Warren to Hartman

John Jay Warren, for many years active in outdoor advertising, has joined the executive staff of the L. H. Hartman Company, Inc., New York agency.

All this ignorance and bungling comes under the head of research. All of it costs money—your money and the public's money. Remember that the cost of bad research is not the mere research cost—but the expensive waste, the fallacious plans, the misdirected sales effort, and cockeyed advertising, the manufacturing plans built on phoney sales quotas, the capital expended upon non-existent markets—all are engendered by bad research.

There is no A. B. C. to certify good research, nor any C. P. A. to validate a research job. We need some guiding agency, some bureau of standards, some clinic and laboratory—to establish technique and method, to expose bad method, to certify sources and appraise effort, to abolish the stupidity and incompetence.

Wool Group Appointments

The Associated Wool Industries, New York, trade group, has made the following appointments: Miss Susan Bates, fashion director; Mrs. Minna Hall Carothers, publicity director and F. B. Todd, merchandising director. Miss Bates was for several years with the Cotton Textile Institute; Mrs. Carothers has been with various advertising agencies and at one time headed the Minna Hall Simmons Service Agency; Mr. Todd has been with the wool industry for twenty years, in trade association work, with the American Woolen Company and as head of his own business.

* * *

Upson Advances Morgan

R. George Morgan has been appointed supervisor of sales of The Upson Company, Lockport, N. Y. He has been associated with the Upson organization for the last fifteen years, having been with the sales and advertising departments and later in the field as sales supervisor. The Upson Company recently appointed Harry R. Shedd as director of sales. Mr. Morgan will be active in dealer co-operation work.

* * *

Frank Lemon Joins Tudor

Frank Lemon, artist, has joined Tudor Studios, New York. He has been a free lance artist for seven years. Before that he was with N. W. Ayer & Son.

* * *

With "American Mercury"

Robert E. Hunter has been appointed to the sales staff of *The American Mercury*, New York. He was previously with *The Forum* and *Photoplay*.

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More Plagues

A New Crop of Epidemics Comes on as Part of Copy Writer's Equipment

By P. H. Erbes, Jr.

THE recent winter was a grim one for the American consumer. During a period of about five months, and that when human resistance is at its lowest, his flesh became heir to more than two dozen entirely new diseases, each industriously spread throughout the land by its advertiser sponsor. Far from being a temporary expedient, the technique of plaguing the consumer into a purchase, through threats of "Pocketbook Panic," "Creepy Throat," "New York Jitters," and such, seems to be definitely on the increase.

Recapitulation of a previous list published in these pages shows that a reader of advertising now runs the risk of infection from no less than ninety-three ailments of which the medical profession had apparently been entirely unaware. Sixty-three of these are directly connected with some part of the body. The largest number of this group—nineteen—are related to the skin or complexion. Thirteen have to do with the oral cavity, including five for teeth and five for breath. The

digestive tract is in third place with eight disabilities.

The remainder are of a broader nature, involving either general bodily disorder or states of general mental perturbation. Among these are ten ailments having to do with the nerves and seven concerning some form of fatigue. Seven others relate to odors given off, which, with the breath afflictions mentioned above, brings the total of smell diseases to twelve.

Two major opportunities for creating new diseases are evident. One is for the eyes, which are unique among human organs in that to date no one has brought out an advertising disease affecting them. The other is inherent in that all-consuming trend of modern design—streamlining. Those who have gotten in and out of some of the 1935 cars or attempted to negotiate the aisle of an ultra-modern rail vehicle will be quick to perceive the possibilities here.

Following is a list of the latest crop of epidemics that consumers must guard against:

Disease	Remedy
Acid Mouth	Pebeco Toothpaste
Acid Skin	Phillips Texture Cleansing Cream
Armhole Odor	Odoron
Cathartic Habit	Fleischmann's Yeast
Clogged Pores	Woodbury's Facial Powder
Coated Tongue	Pepsodent Antiseptic
Conversation Lines	DuBarry Cosmetics
Creepy Throat	Frances Denney Herbal Throat and Neck Blend
Dated Skin	Lady Esther Cream
Diaper Odor	Lux
Dirty Linen Skin	Lady Esther Cream
Fading Skin	Dreskin
Flour Face	Mello-Glo Powder
Foot Fag	Vitality Health Shoes

Readers and Results . . .

Various advertisers have expressed some astonishment at the pleasing uproar around the cash register which follows their advertising in **THIS WEEK**.

The explanation is not at all involved: more people read **THIS WEEK** than read other magazines in 21 major trading areas. It's as simple as that.

Why is this? Because **THIS WEEK** is the kind of magazine millions of people want; because this magazine shares in the local prestige of twenty-one great newspapers.

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Milwaukee, Min-

UNITED NEWS

NEW YORK: 420 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

DETROIT

For years, other magazines have used THIS WEEK'S newspapers to build circulation. Each of them gets some of this basic circulation. But only THIS WEEK has it all: more than four million families concentrated in the sales sectors.

THIS WEEK is on the magazine lists of some of the cannierest advertisers in the country because it has demonstrated its ability to reach the most people nearest the most stores. That's why it gets results.

THIS WEEK

A Powerful Sales Force in America's "A" Market

Detroit, Indianapolis, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

WIPERS MAGAZINE CORPORATION

DETROIT

SAN FRANCISCO: 311 Sutter Street

LOS ANGELES: Lincoln Building

Disease	Remedy
Housework Hands	Araby's Hand-Veil
Ironing Board Back	Easy Washing Machine
Lipstick Parching	Coty Sub-Deb Lipstick
Monday Blues	Oxydol
New York Jitters	Sanka Coffee
Night Time Nerves	Ovaltine
Paring Knife Finger	Tip Knife
Piggie Hair Bristles	Dauffe Hair Remover
Pocketbook Panic	Talon Fastener
P. M. Fatigue	India Tea
Wash Day Jitters	Easy Washing Machine
Yellow Stain	Kentucky Winners Cigarettes

* * *

Friendly Re-elected

Edwin S. Friendly, business manager of the New York *Sun*, has been re-elected chairman of the Bureau of Advertising of the American Newspaper Publishers Association.

W. E. Macfarlane asked to be relieved of his duties as vice-chairman, as he had served either as chairman or vice-chairman for six years. The committee acceded to his wishes, after passing a resolution of appreciation for his splendid services. He remains a member of the committee.

Other members are:

Colonel Julius Ochs Adler; George J. Auer; H. M. Bitner; Frank H. Burgess; Norman Chandler; William G. Chandler; Frank G. Huntress; F. I. Ker; Colonel Frank Knox; Roy D. Moore; Fleming Newbold; David B. Plum; William F. Rogers; Fred Schilplin; James G. Stahlman; S. E. Thompson; Frank E. Tripp.

Selection of vice-chairman was deferred until a later meeting.

Du Pont Buys All of Acetol

E. I. du Pont de Nemours & Company, Inc., has purchased all the assets of Acetol Products, Inc., which manufactures "Cel-O-Glass," used as a window material for poultry houses, cold frames, etc. The company also produced Vitamin-D. Du Pont had been a partial owner of the concern since the acquisition of the Newport Chemical Company in 1931.

* * *

Represents Comic Section

The Comic Section Advertising Corporation, New York, has been appointed to represent the color comic section of the *Wheeling, W. Va., Saturday Intelligencer* and the *Sunday News*.

* * *

Booker Joins Capper

Archy S. Booker, Jr., formerly Eastern representative of *Hoard's Dairyman*, has joined the farm-paper division of the Capper Publications at New York.

Three-Year Campaign on Rice

Following a successful test campaign made last fall, the Southern Rice Industry has embarked on a greatly increased advertising and sales promotion campaign on rice to extend over a three-year period.

A "seven-point" program is being used during 1935 calling for the use of national magazines, backed by newspaper copy. Thirty-three markets which were covered with cooking schools and advertising in 1934 will receive follow-up advertising and thirty-three new markets for advertising and cooking school activities will be added.

Dealer help material will round out the campaign, while a 200-page cook book will be featured in advertising and will form the basis of a free-offer counter display. Hotels, institutions, schools, hospitals and other groups will be covered in the three-year campaign which will be built around eight appeals tested in the campaign last fall. Tracy-Locke-Dawson, Inc., is handling the campaign.

Heads Spice Grinders Group

Paul D. Hursh, sales manager of Durkee Famous Foods, Inc., has been elected chairman of the Spice Grinders Association of the American Spice Trade Association. He will serve as head of an executive committee of seven which will formulate plans for a nation-wide campaign to increase the consumption of all forms of spices, which will be initiated in the fall.

Gets Dog Food Account

The Gaines Food Company, Sherburne, N. Y., manufacturer of dog foods, has appointed Moser & Cotins, Inc., Utica, N. Y., advertising agency, to handle its advertising account.

St. Louis "Star-Times" Appoints

Frank S. Day has been made manager of national advertising of the St. Louis *Star-Times*.

Close Communion Selling

**Mail-Order Houses and Chains Barred by This Organization,
but Will the Plan Work?**

By Andrew M. Howe

A FEW manufacturers, headed by the Irwin Auger Bit Company of Wilmington, Ohio, have recently banded together in an attempt to fight the battles of the independent retailer. They have organized the Institute of Fair Competition, Inc., the members of which have pledged themselves to refuse to sell their merchandise to chain stores and mail-order houses. The men behind this movement are sincere in their belief that they have found a new and powerful weapon. Their efforts are attracting quite a bit of attention and it is possible that this institute will become a strong factor in this apparently perpetual argument as to the place of the larger retail establishment in the merchandising picture.

There are many, however, who believe that the movement will never go far, that it is based on unsound principles. These critics are not all among the interests that the movement, if successful, would affect adversely. In fact, some of its principal critics are among the wholesalers and retailers who, theoretically at least, would benefit most by the plan's success.

At the present time the activities of the American Institute of Fair Competition are confined pretty much to the hardware industry. Approximately 75 per cent of the retail hardware business is handled through independent outlets. The other 25 per cent that goes to mail-order houses and chain stores is naturally very annoying to the independent retailers, the jobbers and to some of the manufacturers who supply them.

The Irwin Auger Bit Company has a policy of not selling to chains or mail-order houses. Most com-

peting manufacturers of auger bits sell to the large retail buying organizations. B. M. Hiatt, secretary of the Irwin company and president of the American Institute of Fair Competition, explains that his company has preferred to deal with independents alone, because, first of all, the larger outlets are usually close buyers and business obtained from them frequently yields a small or no profit; second, considerable good-will is built among the independents as a result of such a policy, and third, wholesalers are more likely to co-operate with a company whose interest is obviously linked with their own.

Problem of Meeting Chains Still Remains

But while retailers and wholesalers appreciate this policy, according to Mr. Hiatt, and may prefer to deal with such a company, they are still faced with the problem of meeting the competition of chain stores and mail-order houses. This competition is almost entirely based on price. In order to meet it, the manufacturer must have, along with quality merchandise, products comparable in quality with those sold by chains and mail-order houses, and which can be sold at comparable prices.

Irwin auger bits are a high quality product and nationally advertised but for the man who is either unwilling or unable to pay the price for a quality bit, the company decided that it must furnish a bit comparable in quality and price with those sold by chains and mail-order houses. At that time, these outlets were selling bits at 21 cents each. Irwin announced a new bit, which could be sold by the independent dealer over the counter at



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*"Just one more hour, Governor;
he's already up to page 128"*

It looks like a deadlock between the stone-hearted governor and the prisoner reading the book-length novel in Redbook. Neither one of them seems to be willing to overlook a sentence. We have our own ideas about a governor who would interrupt a man when he was reading a first-edition novel by Sir Philip Gibbs, or Dashiell Hammett, or maybe Vicki ("Grand Hotel") Baum. The picture you see here is not without advertising significance, for the book-length novel now added to Redbook makes every issue longer reading, too valuable to throw away. Your advertising is now on living-room tables almost permanently, and doubled in value too, because Redbook is read by both sides of the family. A penny tells your story to four women and their husbands. A page to 725,000 families is only \$1,740. Your advertisement is worth more in Redbook.

REDBOOK—the magazine plus a book-length novel

the same price as the catalog houses sold f.o.b. Chicago. In addition, the profits of the wholesaler and dealer were protected, Mr. Hiatt explains.

Irwin counted on an increase in volume as a result of this policy and believed that this increase would be great enough to warrant the price reduction. At the same time, the company's policy of distributing only through independent outlets was reiterated and made one of the principal sales arguments.

Every package of Irwin bits carried a label proclaiming "These goods made by a manufacturer distributing only through independent retailers."

How Chain and Mail-Order Houses Met the Move

As was expected, the chain stores and the mail-order houses and the manufacturers supplying them with auger bits decided to meet this aggressive move on the part of Irwin. Prices in the spring mail-order catalogs have been cut to 14 cents. Irwin has retaliated by putting its dealers in a position to meet this price and has announced that it will go lower, if it becomes necessary.

Mr. Hiatt maintains that the results of this new policy have been even more satisfactory than anticipated. Irwin's sales for the first three months of this year were nearly three times those of a year ago. Not only are the sales of the company's own brand increasing, but it is obtaining a larger share of private brand business from wholesalers than ever before. Many large hardware wholesalers put out a line of bits carrying their own name. These are manufactured in many instances by the same factories that make private brand bits for the mail-order houses and chain stores. A number of the wholesalers, feeling keenly on this subject of chain-store and mail-order competition, decided that it would be an advantage to have their own private brand bits carry the same label that was being attached to Irwin packages: "These goods made by a manufacturer distribut-

ing only through independent retailers." If the bits were purchased from other manufacturers, there could be no such label.

Because the plan has worked so well for this one company, it was felt that it might be even more effective if manufacturers in allied lines followed suit. So the American Institute of Fair Competition, Inc., has been formed, with headquarters at Dayton, Ohio. In order to be eligible for membership, a manufacturer must be able to show that he does not sell even a small percentage of his output to chain stores, mail-order houses or co-operative buying groups. He must distribute entirely through independent retail outlets.

Dues in the association are based largely on annual sales. A manufacturer pays, for his franchise, \$60 up to and including the first \$500,000 worth of business he does; \$90 if he does between \$500,000 and \$1,000,000; and \$120 if his business is more than \$1,000,000. In addition, he must buy labels from the institute, at a cost of \$1.50 per thousand. Where the label is lithographed directly on the goods or incorporated as a part of his own label, he can buy serial numbers at a cost of \$1 per thousand.

Not Intended as a Profit Organization

It is not the intention of the institute to be a profit organization. The cost to the manufacturers is always intended to be just enough to cover the cost of running the organization and advertising the label. Those sponsoring the plan believe that it gives manufacturers something different to sell. As just stated, in the case of auger bits and many other products, it is difficult if not impossible for the average buyer to distinguish between the good and the bad products. Place two auger bits before a retail buyer and try to explain the difference and the sale may be difficult to make. Take these same two products, explain that one of them is made by a manufacturer who sells his entire output to independent stores and then, according

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to the sponsors of the institute, you are talking a language that the retailer understands.

Every manufacturer belonging to the institute, is furnished with serially numbered permit labels announcing the fact that he sells only through independent outlets. Complaints by any dealer or jobber sent to his association are immediately investigated by the institute, which has access to the member manufacturers' books and can quickly determine whether the charge is true.

May Lead to a Consumer Advertising Campaign

Of course, refusing to sell to chain stores and mail-order houses is not a new idea. This is, however, probably the first time that manufacturers following this sales policy have attempted to get together and capitalize this fact. So far the institute has done just a little advertising to the retailers in the hardware field but it is expected that if the plan succeeds a campaign may be launched to reach consumers as well. It is believed that many people will be interested in helping the independent retailer stay in business.

There is considerable doubt about this. Several wholesalers to whom I have spoken about the institute have expressed themselves as being either opposed to the plan or not particularly interested. On the other hand, the institute has in its files numerous letters from jobbers in the hardware field who are enthusiastic for the plan. Explaining his objection to the plan, the president of one large hardware wholesaling organization declared that it was "a campaign of prejudice."

"It is impossible," he continued, "to get anywhere appealing to prejudice. Consumers particularly are not interested in where a retailer obtains his merchandise or how he obtains it. They are interested in getting all they can for their money. This American Institute of Fair Competition plan will appeal to high-price manufacturers principally. They are looking for something to justify their high prices. Independent retailers

can compete with chain stores and mail-order houses in other ways. Putting a label on the merchandise and expecting the public to pay more just won't work.

"It is possible that some jobbers and independents will be influenced by this label. But it will stop there. These people also will lose interest as soon as they discover that such a label will not help move the merchandise out of their stores. It won't sell any faster than the goods that are manufactured by a company that also makes products for the chain stores.

"I would like to see the plan work. We are naturally very much interested in the welfare of the independent retailer. But I am convinced that it is unsound and we are not willing to co-operate."

It should be pointed out that the plan was not started as a means of justifying high prices. As a matter of fact, it had its birth in connection with a plan of reducing prices in order to compete with mail-order houses. It is possible that other manufacturers who join in may see in the plan a means for maintaining prices.

Criticized as Being Artificial Competition

The principal criticism leveled at the American Institute of Fair Competition is that it is an attempt to compete artificially. It is an attempt to get people to buy merchandise for some other reason than the actual merits of the merchandise.

Sewell L. Avery, president of Montgomery Ward & Company, expressed in part the views of the chain-store interests when he said in discussing prices and price-fixing attempts: "What of a plea of a business that it can't meet the competition? What effect does that have on you as a buyer? None! Economy and excellent service impress you. What of this 'sin of being big'? Is he to be murdered because he's big? Who is to kill him? Not the consumer."

Another mail-order man, quite understandably, attacked the plan quite severely. "Personally," he declared, "I think the whole idea is rather small potatoes. But as

May 16, 1935



This series of "reason why" advertisements is being run to help advertising agents and advertising managers get appropriations OKed today.

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SALESMAN?

WE laugh at the old town-crier, and his slow, antiquated method of circulating news.

Yet—

How many companies that have perfected a new product, improved the old one, developed a new sales story, are relying on a salesman alone to spread this important news by word of mouth?

It's a waste of the salesman's time, of the company's opportunity for sales and profits to let a salesman do what the printed word can do just as effectively at lower cost. The publishers of America have built up a most efficient mechanism for spreading the news of your business with speed and economy. For example, McGraw-Hill Publications will take your message in full-page space to your logical prospects in business and industry for an average of a little over 1¢ per call!

Put these papers to work for you—*now!*

McGRAW-HILL PUBLICATIONS

American Machinist

Aviation

Bus Transportation

Business Week

Coal Age

Chemical & Metallurgical

Engineering

Construction Methods

Electrical Merchandising

Electrical West

Electrical World

Electronics

Engineering and

Mining Journal

Engineering News-Record

Food Industries

Factory Management and

Maintenance

Metal and Mineral Markets

Power

Product Engineering

Radio Retailing

Textile World

Transit Journal

McGraw-Hill Publishing Co., Inc. 330 West 42nd Street New York, N. Y.

May 16, 1935

you well know, I have never been particularly inclined to be friendly to the small retailer or jobber who could not take it from an economic standpoint. There are too many retailers and jobbers anyway. Also the people of the United States are entitled to the privilege of buying merchandise at the lowest price that can be made possible to somebody handling goods in quantities and selling and distributing economically.

"The chains and the mail-order houses are here because they have proved and demonstrated again and again their economic right to exist. And in existing they have done more than any other single force to give the people better merchandise at lower prices. Also they have made the independent retail stores just about halfway decent."

No Trouble if Manufacturer's Price Is Right

I asked several manufacturers who sell to chains and mail-order houses as well as independent retailers just what the attitude of the independent has been toward this practice and if they receive many complaints. A manufacturer, they all reply, has no trouble if his prices are adjusted correctly. If he sells chain stores and mail-order houses the same quality merchandise as he does the independent retailer and the jobber and sells this merchandise at lower prices, then the jobber complains and he has a right to complain. The chain stores, these manufacturers agree, are entitled to the same prices as the wholesaler, but no lower.

An official of the Rehm Hardware Company in Chicago, wholesaler, agreed with the stand of these manufacturers. The real problem, he declared, is price differential. There is no complaint about a manufacturer selling to the large retail buying organizations if there is no favoritism. The sales policy of a manufacturer, he declared, is important but not the most important factor. Everything else being equal—quality, price, terms—then the wholesaler will normally favor a company that is obviously primarily interested in the welfare of the wholesaler and

the independent. But the chain stores and the mail-order houses have a right to exist. There is no reason why their source of supply should be cut off. The thing to watch out for is that manufacturers do not give these large outlets special prices.

This wholesaler was a great deal more interested in a report recently issued by the Code Authority of the Wholesale Hardware Trade than he was in the activities of the American Institute of Fair Competition. This report contains a summary of the replies received from manufacturers to a differential questionnaire. A request was issued to manufacturers of hardware and kindred lines for information on this subject. There was no obligation for them to reply.

Close to a thousand manufacturers replied, giving their sales policies as related to the hardware wholesaler's price. They indicated whether or not they sold directly to retailers, to co-operative buying organizations, department stores, syndicate buyers, catalog houses, chain stores and wholesale grocers. They gave, in most instances, the percentage above or below the hardware wholesaler's prices that these outlets are sold. In addition, there are many other explanatory remarks.

Such a compilation gives a wholesaler a convenient picture of the selling methods of a great many suppliers. He can judge for himself whether or not, in his opinion, each manufacturer is playing fairly with the wholesaler.

In view of the conflicting opinions on the merits of the plan of the American Institute of Fair Competition, it will be most interesting to watch this new co-operative development. Officers of the institute are: President, B. M. Hiatt, secretary, Irwin Auger Bit Company; vice-president and treasurer, R. F. Ohmer, and secretary, R. A. Greer. Directors are: Fayette R. Plumb, president, Fayette R. Plumb, Inc.; H. M. Swain, vice-president, Irwin Auger Bit Company; D. W. Northup, president Henry G. Thompson & Son Company, and L. R. Norcross. C. S. Norcross & Sons.

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Treasure Chest

How International Silver Keeps Price Angle in Background and Eases Back to Quality Appeal

WHILE it is true that consumer buying interest has veered away from the cut-price appeal that characterized the depression years, the memory of price sales still lingers. Manufacturers of quality merchandise are finding it necessary to use other means to stimulate interest and purchases of their products until these reduced price sales are totally forgotten.

The 1847 Rogers Bros. Division of the International Silver Company in meeting this problem has put out something exceptional in the way of a treasure chest in order that its dealers might have something to feature in window display, counter display and newspaper advertising that would focus consumer attention on 1847 Rogers Bros. Silverplate and stimulate purchases of this brand without any sacrifice in price.

While this division has supplied a free container for twenty-six, thirty-four piece and other standard combinations of its silverplate, since it celebrated its seventy-fifth anniversary in 1922, the treasure chest for this year has been made an exceptional value. It is a beautiful solid wood chest studded with antique brass nails and obviously costs a substantially greater sum than the standard give-away container.

During depression years this brand, as well as other brands, was sold from time to time on a basis of reduced prices—either when discontinued patterns were offered, or when active patterns were put out for a limited time at a cut price. At the present time, however, 1847 Rogers Bros. is sold

under a policy of "controlled distribution," this policy having been put into effect in July, 1934.

Coincident with the removal of all unfair competition to the legitimate retail outlets, this division is also doing everything possible to assist dealers to sell quality silverplate at regular prices. Obviously, since dealers and consumers for the last few years have become used to reduced price selling on quality merchandise, it was necessary to use other means to stimulate sales until the reduced price idea is completely out of the picture.

The treasure chest idea was launched several years ago with

FOR THOSE BUFFET SUPPERS

YOU NEED AT LEAST

"PIECES OF 8"

Apply them in this gorgeous Treasure Chest — 24 lovely图案 pieces — to delight your heart and make you the envy of your guests. And you'll never be sorry for the quality of plate that has graced the tables of America's best families since the year 1847.

You have a choice of several beautiful patterns.

1847 ROGERS BROS.
ORIGINAL ROGERS SILVERPLATE

*—The quality mark of International Silver Company.

(DEALER'S NAME)

Reg. U. S. Pat. Off.

The treasure chest has a prominent place in suggested dealer advertising

Brand new

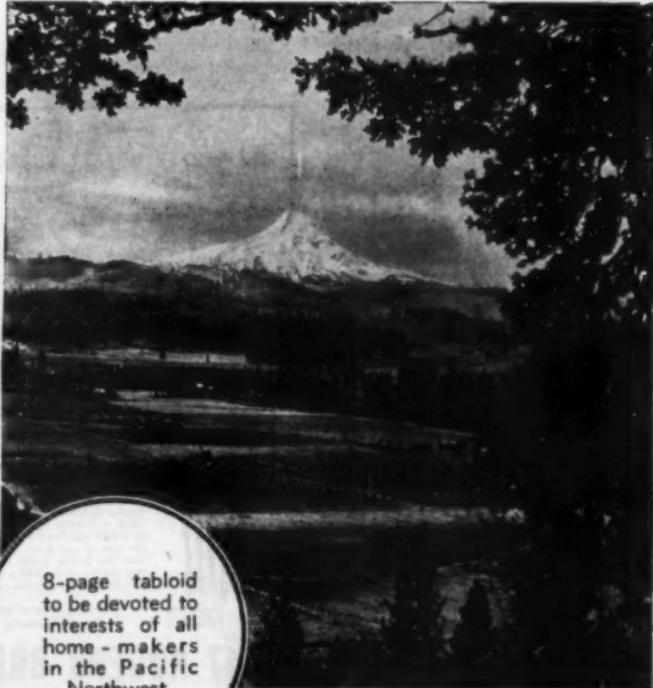
FARM, HOME AND GARDEN

PORLAND
OREGON

The Sunday Oregonian

APRIL 21
1935

Fragrance of Country Blossoms Adds to Lure of Scenic Wonders



8-page tabloid
to be devoted to
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ADVERTISING OPPORTUNITY IN NEW OREGONIAN SECTION

● The addition of FARM, HOME and GARDEN as a regular feature of The Sunday Oregonian is a definite service to advertisers as well as to those living in this rich market area. FARM, HOME and GARDEN is a "natural" for reader interest and reader response. It is packed with informative and interesting features written by Northwest experts for Northwest readers. It will be particularly helpful to the many people who have recently left drouth-stricken, dust-swept areas and settled in the great Pacific Northwest with its millions of fertile acres and its mild, equable climate. FARM, HOME and GARDEN articles and advertisements will be read with intense interest by these newcomers and by the thousands who will follow them to this evergreen land. (Recent news dispatches reveal government plans to transplant 25,000 more families from drouth areas to the Pacific Northwest.)

Three distinct types of farm and garden equipment users are reached by this new FARM, HOME and GARDEN section—the city backyard gardener, the suburban acreage dweller, and the rural resident who farms on a large scale. These people are ABLE-TO-BUY newspaper readers. Crops and business have been good, with further excellent prospects for the coming year. You can build greater sales in this rich, ever-widening market for farming, gardening and homemaking materials and equipment through the Pacific Northwest's fastest-growing newspaper—The Oregonian. Make sure The Oregonian is on your media list.

●
**MECHANICAL
REQUIREMENTS**
 of Farm, Home and
 Garden
 ●

Width type page	10 1/6"
Depth type page	14 1/8"
Single Column Width	2"
Each Additional Column	2 1/14"
Columns to Page	5
Column Depth	198 lines
Full Page	990 lines
Double Truck	2158 lines

THE SUNDAY OREGONIAN

PORLAND, OREGON

National Representatives: VERREE & CONKLIN, INC., New York,
 Chicago, Detroit, San Francisco

National Color Representatives: ASSOCIATED NEWSPAPER COLOR,
 INC., San Francisco, Los Angeles, New York, Chicago, Detroit, Cleveland

the introduction of "Pieces of Eight," when this company was the first to introduce the idea of selling eight pieces instead of the customary six. What this year's more elaborate chest is doing, therefore, is to capitalize on the background of the success it has had in previous years with this packaging idea and it reports that the new chest has proved to be an excellent means of spotlighting its silverplate in dealer displays and advertising.

Since, on account of the company's controlled distribution plan, dealers have nothing to worry about from unfair competition, the window display idea suggested by the company to dealers can be a little more elaborate than might ordinarily be suggested. Therefore, on the first of March the company mailed a broadside de-

scribing the treasure chest promotion and suggested a window display on a pirate theme. This display is a colorful creation with a background of mountains, waves, palms, etc., with a small pirate puppet in colors pointing to the treasure chest. With the broadside was sent a small folder, a working diagram showing the dealer how to create the parts of the display not supplied by the company, such as the waves and the mountains in the background. The pirate puppets and the display stand for the chest itself are supplied without charge when the dealer purchases 1847 Rogers Bros. sets in the treasure chest.

A mailing piece is also supplied to the company's limited number of "approved wholesale distributors" for use in obtaining direct-mail business on the chest.



William F. Rogers Retires

William F. Rogers, for years associated with the Boston *Transcript*, has retired as advertising manager. Harry H. Martin, representing former associates in Mr. Rogers' department, presented him with a desk set at a surprise party given in the home of Charles C. Balsom, of the local department.

• • •

Join Providence Agency

Arthur S. Hassell, Mrs. Adele Abel, and William J. Gardner have joined Lanpher & Schonfarber, Inc., Providence, R. I., agency. Mr. Hassell, at one time with the Larchar-Horton Company, will serve as an account executive. Mrs. Abel joins the copy department and Mr. Gardner the art department.

• • •

Has Golf Club Account

The Limbershaft Sales Corporation, Mt. Vernon, N. Y., manufacturer of Limbershaft golf clubs, has appointed the Arthur H. Fulton Company, New York, to handle its advertising. Golf magazines are being used and fraternity magazines will be added.

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F & S & R Appointed

The Country Life-American Home Corporation has appointed the New York office of Fuller & Smith & Ross to handle the advertising of *The American Home*.

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To Represent Port Huron Paper

Effective June 1, the Theis & Simpson Company, Inc., has been appointed national advertising representative of the Port Huron, Mich., *Times-Herald*.

Now Moore & Hamm, Inc.

Fred J. Hamm Company, Inc., New York agency, has changed its name to Moore & Hamm, Inc., and has moved its offices to 18 East 48th Street. Charles C. Moore, formerly of the Great Northern Advertising Corporation, is now a partner in the new firm. John E. Roberson, William Cornish and Robert Dillon have been elected vice-presidents.

• • •

Atlanta Agency Adds Accounts

Advertising of the following is now being handled by the Harvey-Massengale Company, Inc., Atlanta agency: Union Plant Company, Texarkana, Ark.; Bass Pecan Company, Lumberton, Miss.; Tucker Duck & Rubber Company, Ft. Smith, Ark.; and Dewoody Manufacturing Company, Pine Bluff, Ark.

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Will Direct Parko Campaign

Brooke, Smith & French, Inc., Detroit agency, has been appointed advertising counsel for the Park Chemical Company, Detroit. Plans to complete national distribution of "Parko" automotive and household polishing and cleaning compounds are now under way.

• • •

With Niagara Lithograph

James Doig, formerly art director of Stemar Displays, Chicago, has joined the Niagara Lithograph Company, Buffalo, N. Y., and Chicago, in a similar capacity.

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G. H. Fuller to Maxon

Gilbert H. Fuller, formerly with Marshall Field & Company, retail, has joined the Chicago office of Maxon, Inc.

May 16, 1935

PRINTERS' INK

49

ance Wertheim, wealthy liberal.

Screen & Radio. In 1932 the Detroit *Free Press* won the Pulitzer Prize for a news story written by five men, of whom one was Douglas D. Martin, Sunday editor. Last year Douglas Martin went to his boss, Editor Malcolm Bingay, with an idea: Let the *Free Press* publish a weekly tabloid supplement in full color dealing with cinema and radio. Let it be edited (by Douglas Martin) intelligently enough to interest adult-minded readers, with no salacious gossip and a bare minimum of pressagent claptrap. The *Free Press* agreed to try the venture, got the Des Moines *Register & Tribune* Syndicate to sell it to 20 other newspapers. Last week *Screen & Radio Weekly* celebrated its first birthday with the extraordinary circulation of 1,700,000 weekly—more than any two other fan magazines combined.

Little Magazines. *Blue Pencil*, *Kosher*.

"Time"—May 6, 1935

THANKS! "TIME"

MAY we add one more word . . . Screen & Radio Weekly was one of the reasons for an increase of 44,724 in Sunday Free Press circulation within the past year. And, as "Time" remarks, without benefit of "salacious gossip."

The Detroit Free Press

1831—ON GUARD FOR MORE THAN A CENTURY—1935

VERREE & CONKLIN, Inc., National Representatives



81% NBC • 5000 WATTS
CLEAR CHANNEL

PRINTING IN
Those Friends of a Men
the **HER-YOURSELF**
will
SHOWMANSHIP
AND SOUND BUSINESS POLICY
. . . DOING THE REAL JOB
FOR THE ADVERTISER

L.B. Wilson

WCKY

cincinnati

HELP YOURSELF

For the first four months
National Food Advertisers
have used 58 per cent more
lineage in the daily Journal.
Reason: Journal is read by
74 per cent more people
every evening than nearest
advertising rival.

THE MINNEAPOLIS JOURNAL

O'Mara & Ormsbee, Inc., Representatives

Those Friendly A. N. A. Men

Agency Contract, Newspaper Rate Problem, *et al.*, Fail to Mar Profitable Semi-Annual Meeting

By Bernard A. Grimes

WHATEVER may be the official feelings of advertising agency and publisher groups with regard to issues on which they do not see eye to eye with advertisers, their honest differences of opinion do not disturb the cordial relations shown when, as individuals, they get together in the convention hall or on the links.

This was shown last week at the semi-annual meeting in White Sulphur Springs, W. Va., of the Association of National Advertisers which scored a record attendance of members and invited guests.

Of course agency compensation had its place in the program. But this time agents and media executives heard only a passing mention made to it. Specific reference was limited to a closed session. Allyn B. McIntire, president, reported on the progress that was being made consequent to the association's compensation study. Members later expressed themselves as satisfied and made it known that more than twenty representatives of companies discussed the arrangements which they have with their agencies.

The suggested contract, incorporated in the study, is being used as a basis of negotiation by a growing list of advertisers. From this and other bits of comment overheard outside the meeting room, it is assumed that A. N. A. policy will avoid engaging in controversy. It was distinctly emphasized that the A. N. A. does not set itself up as a dictator, that the contract incorporated in its study merely represents a suggested form to be used as a basis of negotiation to be carried on between agency and client.

The question was raised whether any contract at all is necessary. Many advertisers, it developed, use

nothing but a verbal agreement. Generally speaking, majority opinion recommends the negotiation of written contracts if for no other reason than to have verbal agreements written into the record so that all executives of the interested parties would have a clear understanding of what had been agreed upon.

One detail repeatedly emphasized seeks to make it clear that it is inaccurate to infer that the A. N. A. study is tied up with any individual and to refer to it as that individual's study. More specifically, decided exception is taken to use of the term "the Haase study" instead of the A. N. A. study.

Many "Off-the-Record" Group Meetings

Members took advantage of seven "off-the-record" group meetings to take their hair down and engage in intimate discussions of problems affecting their particular fields. Not only did they tackle ways and means of eliminating the waste which grows from competitive situations, but were unsparing in their criticism of organized attempts to interfere with the orderly procedure of legitimate business.

In the drug and toilet article group, presided over by H. W. Roden, of Johnson & Johnson, and in the grocery product group, presided over by W. W. Wachtel, Loose-Wiles Biscuit Company, names were called against those whose badgering activities and publicity threaten concerns that are operating contrary to yardsticks laid down by them. It is quite possible, from these meetings, that plans will be made to combat such interferences.

The brighter outlook for durable

goods was reflected in two meetings, one of industrial advertisers presided over by Ralph Leavengworth, of Westinghouse Electric, and the other, the steel group, presided over by G. C. Congdon, of Jones & Laughlin. Industrial advertisers have been taking an increasingly active role in these A. N. A. conventions. Under the impetus of improved business and the broadening demand being spurred by the Administration's housing program, larger advertising budgets are being appropriated for aggressive sales promotion campaigns.

The opportunities ahead and how to take advantage of them were reviewed in a message which was brought to the convention by John H. Fahey, chairman of the Federal Home Loan Bank Board, who, as a newspaper publisher, is a familiar figure at A. N. A. gatherings. He described the principle of long-term amortization, which makes home ownership possible for great numbers of people who would otherwise hesitate to incur mortgage obligations, and which releases home owners from the burden of heavy rent and mortgage commitments that now so seriously hamper their activity as consumers in the general market.

Advertising's Responsibility in the Housing Field

"It is largely your own responsibility, as the creators of American taste and demand," he said, "to bring about higher and more exacting public standards in neighborhood planning, in home construction and in home equipment and decoration." Advertisers, he continued, have achieved great things in making the entire public insist upon sound quality and good value and the time is now at hand for them to pioneer their way through advertising in the development of better marketing standards for the home itself, the central core around which all other merchandising revolves.

Mr. Fahey's talk was made before a session which was favored with a large attendance by wives and daughters, who also participated in a hearty response to an

attack on vulgarity in advertising by J. P. Cunningham, of the Newell-Emmett Company. Mr. Cunningham decried the small-time vulgarians on the fringes of advertising and the motley crew which capitalizes on the curiosity of adolescents and the adolescence of adults. They are the ambulance chasers in the business, he said, in making a plea that the men in advertising today leave behind them on the work bench for those who come after them, a clean, sharp, useful instrument and not a dull and be-fouled tool.

Meeting Today's Criticism of Advertising

Raymond Rubicam, chairman of the board of the Four A's, warned against the situation confronting advertising as the result of misconceptions, deliberate and otherwise, being fostered in the schools and colleges and among women's organizations. Admitting some differences of opinion on issues among various groups in advertising, he emphasized the need of joint effort in meeting this propaganda issue, which he vividly portrayed as an advertising campaign against advertising. He believes advertising should especially consider the skepticism and antagonism of the younger college professors and undertake educational work which will correct their fallacious reasonings.

Another suggested get-together would bring advertisers, agents, publishers and newspaper representatives into a conference on the subject of national-local rates to the end that the spread between these may be narrowed. Harry J. Prudden, president of the Newspaper Representatives Association of New York, in stressing the importance of remedying the rate problem that now exists, urged that the milline rate be discarded as a measurement for determining the comparative value of newspapers. Because it is one dimension, he said, there is no more sense in using the milline rate for measuring the value of newspapers than there would be if the yardstick were the only measurement used to

BUSINESS forges steadily ahead in the National Capital. The first three months of 1935 show substantial gains over 1934 according to statistics from reliable sources.

Department store sales were 11% ahead of last year—leading the Fifth Federal Reserve District's chief cities in percentage of improvement.

Postal gains—a good barometer of prosperity, showed a \$71,482 gain for March—with figures for January and February equally interesting.

Washington Clearing House Association figures jumped \$11,902,795 in March. January and February's figures made the same kind of showing.

At the end of March there were 11,225 more telephones in use in Washington than in 1934.

Business IS good in Washington—providing an interesting market for any worthwhile product—and THE STAR, Evening and Sunday, with its widespread circulation is the ONE medium needed to reach this populous and prosperous market in the homes.

An Associated Press Newspaper
Member Metropolitan Sunday Newspapers
Member Major Market Newspapers



determine the value of fabrics and neglect to consider whether silk or calico was best suited for the need at hand.

A feature of the convention was an intensive course in radio advertising. The speakers were W. B. Benton, "Building a Program to Get an Audience"; Duane D. Jones, "How to Make Low Cost Broadcasting Pay"; Chester J. LaRoche, "Writing Commercials That Sell"; George Bijur, "Merchandising the Radio Program" and Dr. D. P. Smelser, "Checking the Radio Audience." Mr. Bijur's talk will be reported in the June issue of PRINTERS' INK MONTHLY.

Two aspects of radio are among a series of five projects to be studied by the A. N. A.'s newly established Advertising Research Foundation. As explained by Lee H. Bristol, chairman, work will go forward on methods of estimating potential radio coverage, and methods of rating program popularity.

An advertising department study will seek to answer questions on the operation of various advertising departments. A third study will cover another of the association's bi-annual budget researches into the distribution of advertising expenditures.

Ken R. Dyke, Colgate-Palmolive-Peet Company, heads a copy testing study and Turner Jones, of Coca-Cola, a project on window display circulation. In the latter study the committee is working with Dr. Miller McClintock, who directed the study on outdoor advertising.

George S. McMillan, assistant managing director and secretary of the foundation, presented the report of the government relations committee. This report reviewed the campaign which resulted in the defeat of the Nevada trade-mark registration bill. Members were

enthusiastic in their comments on the association's alertness in detecting the bill and promptly rallying action for its defeat.

The open sessions included addresses on "The Future of the Independent Retailer in Respect to Advertising," by J. P. Seiberling; "What the Consumer Thinks of Advertising Copy," by Professor Walter B. Pitkin, and "Let's Make a Survey," by L. E. McGivern, whose talk is reported in this issue, beginning on page 21.

An official cocktail party preceded the association dinner, at which S. Clay Williams, vice-chairman of the R. J. Reynolds Tobacco Company, defined the "new-dealers-plus" as advocates of socialization of industry who, by their impeding tactics obstruct the success of the NRA. Radio talent provided the light touch to the occasion, led by a cleverly pointed dissertation by Joe Cook.

The convention, to many, offered another opportunity to play over Greenbrier's three golf courses with better co-operation from the weather than was their lot at the Four A's convention a few weeks previous. Among the long list entered in the tournament, prizes in the advertisers' group went to Robert L. Lloyd and M. H. Leister; in the agents' group to T. Hart Anderson and R. P. Clayberger, and in the media group to Charles B. Groomes and John M. Peterson.

All players teed off before a gallery which, like every convention gathering except the closed sessions, had ladies very much in the picture. Many members and guests drove to White Sulphur, about half of them bringing members of their families. Even so, the record attendance required one special train of twelve cars on the closing day and an eight-car section on the day following.



G. J. Mitchell Represents Cullen Company

Gerald J. Mitchell, recently with the *Chicagoan*, has been appointed resident representative in Cincinnati of the John W. Cullen Company, publishers' representative, Chicago.

Churchill-Hall Adds Fruit Jar Account

The Hazel Atlas Glass Company, Wheeling, W. Va., has placed its advertising account with Churchill-Hall, Inc., New York agency. Plans include the use of farm papers and direct mail.

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A BLANK CARTRIDGE MAKES A LOT OF NOISE BUT IT NEVER HITS ANY TARGET. CARELESS OR IMPERFECT PRINTING IS JUST AS INEFFECTUAL AND WASTEFUL. LET US SHOW YOU THE DIFFERENCE.

ISAAC GOLDMANN CO., 80 LAFAYETTE STREET, N. Y.

FOUNDED EIGHTEEN HUNDRED AND SEVENTY SIX • TELEPHONE: WORTH 2-6080

ART. COPY. LAYOUT SERVICE • SINGLE AND MULTIPLE COLOR PRESSES • PRESSES THAT PRINT BOTH SIDES AT ONE TIME • WEB EQUIPMENT FOR LARGE RUNS AND MAGAZINES

Seven Sales Contest Tips

Fair Awards, Good Basic Idea, Vigorous Follow-Up and Desirable Prizes Are Essential

**THE SIMPERS COMPANY
PHILADELPHIA, PA.**

Editor of PRINTERS' INK:

We are in need of some facts on conducting a salesman's contest and believe you have published many articles on this subject.

We shall appreciate it very much if you will give us a list of the issues in which these articles have appeared during the last three or four years.

**F. M. DART,
Assistant Treasurer.**

WHETHER or not the sales contest is, as some cynics claim, a manifestation of the essential sappiness of modern business methods, the fact is that a well-managed contest will produce excellent results and therefore is far from the apparently slightly ludicrous activity that it may appear on the surface.

So long as salesmen maintain their human psychology, contests will be productive. In theory a man should sell to the limit of his ability without having any artificial spur. Actually, of course, salesmen don't do that and frequently it requires a good contest to convince a sales force of its own ability.

There are many ingredients in a successful sales contest. Some of the most important are:

1. The contest should be fair to all the salesmen. Some men have greater ability than others and will consistently year in and year out rank at the top in volume.

An excellent example of what this means was found some years ago in a company that based its contest awards purely on volume sold. During five years in which the company conducted twelve contests, the first prizes were divided exclusively among the two stars of the force.

Experiences like this have led sales executives to work out award systems whereby the plugger as well as the star has a chance to win. There are a number of methods of doing this and the results are much more satisfactory. If a sizable group of the salesmen know at the beginning of the contest that they have no chance to share in the big prizes, they will not co-operate and the value of the competition is lost upon all but a few of the leaders. On the other hand, if the men of slightly better-than-average ability realize that through some quota arrangement or a like device they have an equal opportunity with the stars the entire sales force is likely to get behind the drive.

One device that is frequently used to spur the laggards is the use of a booby prize awarded to the man who stands lowest in the contest. This makes certain that the least able salesmen will put a little extra effort into their work so that they will not be labeled the poorest men on the force. The danger in the booby prize is that there is a certain amount of humiliation that goes along with it and thus potentially good salesmen may be temperamentally ruined early in their careers.

2. The idea upon which the contest is based should be one that appeals to the sporting instinct of the men. This accounts for the fact that in spite of the variety of ideas that are possible such themes as horse races, baseball games and the like are used over and over again successfully.

When a sales executive is looking around for a contest idea there is a danger that he will discard an excellent theme because it has been used by some other company. While it does not do to repeat the same theme too many times within a single company, the mere fact

AN AGENCY EXECUTIVE Comments ON THE ATLANTIC

“ . . . I know of no other magazine out of which I get more real enjoyment.”

The unsolicited comment above from the vice-president of a New York advertising agency is typical. Judging from our mail, it's an event when the Atlantic arrives. People who lead public opinion in the community read the Atlantic. These same people offer a primary market for advertised products — whether you sell oil furnaces, fine cars, or vacations. Coupon advertisers will tell you that the Atlantic is responsive, that subscribers read the advertising, and have faith in it. At \$420 a page, you can reach more important people for less money with the Atlantic.

THE *Atlantic Monthly*
MOST QUOTED PERIODICAL IN AMERICA

Boston * New York * Chicago * Los Angeles * San Francisco

that another organization has used a theme need not militate against it.

The question of how often a theme should be used is one that is difficult to answer. A few companies have used the same idea several times in succession and have been successful. The general practice, however, seems to be to vary the theme with each contest.

3. Prizes should be awarded on a sound basis without asking the impossible. A sales executive who uses a contest as an excuse to load his salesmen with impossible quotas is pretty sure to be doomed to failure. In a contest quotas, of course, should be set higher than normal business warrants. That is really the excuse for the contest. On the other hand, they should be attainable by a little extra effort. A salesman who finds himself faced with an impossible task is likely to put even less effort into his work during the contest period than he would if no contest were taking place.

4. A contest should have a real

excuse for existence. At least, the salesmen should be convinced that it has an excuse. Thus the often used device in the insurance field, the president's birthday drive, has an appeal that a contest with less reason for its existence does not have.

It is not a difficult thing to create a good reason for a contest which will make it seem to the salesmen something beyond a mere device to apply pressure.

5. Care should be taken in picking the awards. The question of cash or merchandise awards has been discussed pro and con frequently. Numerous articles in PRINTERS' INK have shown the merits of each type of prize.

Each has its advantages. There is one thing that must be watched, however, in the giving of merchandise. Instead of arbitrarily determining on a certain item as a first prize a credit system should be used whereby the salesman is allowed to pick the prize he desires according to the number of

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credits he has. One salesman may pant for a grandfather's clock whereas another one may have his heart set on a traveling bag. If the grandfather's clock is the first prize and there is no latitude of choice allowed, the traveling bag salesman won't be interested in competing.

The type of prize to be given depends often on the type of men in the sales force. For instance, a sales force dominated by bachelors would be likely to prefer cash, whereas a sales force made up largely of married men might find greater appeal in merchandise which could be used chiefly for the home.

6. The follow-up, that is, the technique used in keeping up interest after the announcement of the contest, is highly important. It should be planned long before the contest is announced and should be designed to keep alive the spark of enthusiasm among the salesmen throughout the contest.

A good follow-up requires fre-

quent bulletins and if the salesmen are grouped around a headquarters' office a contest board is an essential feature.

7. Perhaps the greatest danger a company faces in using a contest is that the salesmen will be tempted to over-sell, using high-pressure methods which leave behind them a trail of ill-will that may take months to cover up. A contest which picks a territory dry for weeks after it is over is a detriment rather than an asset. In such a territory the salesman, fresh from the enthusiastic finish of the contest, is let down into a morass of discouragement from which it may be quite difficult for him to recover.

Of course, a company cannot expect the salesmen to continue on the high levels that they reach during the contest but it should expect, if the contest is carefully planned, that the salesmen will get a new confidence which will carry them on to feats of better salesmanship.

Only One Cheek?

No smart Cincinnati girl does that. She knows the appeal must be on both sides—100% complete. And a good thing it is girls don't rouge only one cheek, for it would mean half as much sales potential for cosmetics.

And another point—almost as effective in cutting down sales potential is to miss half the advertising potential in this great market—the circulation of the Post. If you are interested in doing a real 100% job in this important market, use the Post.

The Cincinnati Post

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N.Y.C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS • DETROIT
PHILADELPHIA • ATLANTA

Eleven Traps to Avoid in a Premium Campaign

It is now pretty well established that there is a technique to be followed if a manufacturer is to get the most out of premium offers in his advertising. The technique may vary, but certain fundamentals are essential. Mr. Krick sized these up in short order in an address before the Premium Advertising Association of America, Inc., in Chicago last week. Readers desiring a more detailed study of the premium subject are referred to the current (May) issue of *PRINTERS' INK MONTHLY*, which contains a twenty-four-page section entitled "Basic Questions on Premiums."

By L. B. Krick

Vice-President, McJunkin Advertising Company

IT is extremely difficult to draw up a set of hard-and-fast rules for selecting premiums and running premium campaigns, due to the fact that most premium campaigns differ in so many ways. The campaign may be intended to introduce new products, to increase sales of an established product, to combat competition, to secure new dealers, to increase sales of dealers or their clerks, to increase sales of jobbers or their salesmen, to maintain sales to old customers, to secure names of prospects or it even may be intended to secure subscriptions.

Each type of campaign almost automatically sets up its own rules from its inception. However all premium campaigns *are* alike in one respect and that is they are primarily designed to increase sales.

Our first objective in selecting premiums should be to:

1. Avoid Premiums of Inferior Quality.

The surest way to avoid this mistake is to select items having some readily apparent value. This does not mean that the item in question must be nationally advertised. However, when there is to be a choice between nationally advertised and non-advertised items and the price is competitive, you usually will have greater success with the

nationally advertised product. On the other hand, the added expense of certain advertised products prohibits their successful use as premiums in many campaigns.

Whatever the premium, it should always have an easily described value, so that the consumer will readily grasp the importance of the offer. If the retail or apparent value is high and the item is desirable and easy to secure, the response will be immediate and most satisfactory.

2. Select Well-known Items Rather Than Unknown Items.

Many times an advertiser will select a practically unknown item as a premium. This necessitates describing, illustrating and fully explaining the premium, in addition to outlining the terms of the offer and advertising the product itself.

Well-known or familiar items need very little description and should always have the preference.

3. Select the Premium to Fit the Problem in Hand.

It is considerably easier to select premiums for a premium catalog or list than for a single item campaign. It is the single item offer that requires the greatest amount of thought and care. Whatever the type of campaign, endeavor to

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select premiums that will appeal to the type of people who are or might be affected by your offer.

Frequently, men who are selecting premiums for women fail to select items that will really appeal to women. They often listen to the high-pressure salesman and then find out later, to their sorrow, their mistake. There have been many cases where men selected items for women and when the items were submitted to women, they did not want them. Don't be afraid to consult women, when your campaign is to be directed to women. But don't make the mistake of asking the wrong type of women.

4. Avoid Items That Are Too Common.

Be careful in selecting a premium not to select an item that is to be ordinarily found in every one of your consumers' or prospects' hands. It is often advisable to select items that people do not ordinarily purchase or items that people are not ordinarily in a position to buy. On the other hand, there are many common replaceable items such as clocks, electric irons, glassware, dishes, etc., that are always good and are always acceptable.

5. Do Not Make Your Premium Offer Hard to Understand.

Make your offer in a clear, concise, straightforward manner so that the simplest type of mind can immediately grasp the details. Do not make your offer too involved or your prospect may not take the trouble to try to understand the method you expect him to use in securing the premium.

6. Don't Make Your Premium Too Hard to Secure.

Do not require an exorbitant number of coupons, trade-marks, wrappers or tokens for your premium. Likewise, do not require too large an outlay of cash if the deal is a combination offer. When the premium is difficult to secure, the average consumer or prospect loses interest quickly and many times he will not even try to secure the premium.

7. Don't Spoil the Value of a Good Premium by Placing Your Name on It.

Too many premiums lose a great part of their intrinsic value, in the eyes of the user, if they are disfigured and cheapened by the addition of a trade-mark name or advertising message.

It really pays to draw the line between advertising novelties, on which advertising is expected and therefore not objectionable and premiums which you expect people to work for or buy for a certain amount of cash.

Don't cheapen a good piece of merchandise with an objectionable advertising message. If coupons, wrappers, tokens or purchases of your product are required to secure the item, remember you will have already benefited by increased sales when you give out the premium. Therefore give the consumer something he will value and cherish. Something he can display or use without confessing to the world how he got it. Don't be afraid, he won't forget you or your product if the premium is of any value at all to him.

8. Don't Try to Make a Profit on Your Premiums, When Cash Is Required as Part of the Offer.

Too many premium users often lose sight of the nature of the business they are in and try to get into the business of selling premiums. They not only want to make a profit on their own business, but they want to sell the premiums and make an additional profit. The premium user should remember that he is using premiums for only one purpose and that is to increase business. If this result is not secured, due to the fact that the offer is not right, then the premium fails in its duty through no fault of its own.

If you are handling your premiums on a part-cash basis, don't add more than just enough to the cost, to cover handling and transportation charges. Some companies do not add anything extra to their cost, for handling, as they prefer to absorb charges of this nature.

rather than place too large a burden on the premium.

9. Premiums Are of No Value Unless You Tell the World about Your Offer.

Your premium campaign must be properly staged and extensively advertised and merchandised to be a real success. It is not sufficient just to make a premium offer and expect the world to beat a path to your door. Some companies think up a premium deal and make a very simple announcement of the offer and then sit back like a proud mother and expect sensational results.

Use every possible means to tell the world about your premium offer. After all, you are making the offer to promote sales, and to increase consumption; therefore, take your premium offer and play it up just as big as possible.

An excellent recent example of successfully advertising and merchandising a premium campaign is the case of Curtiss Candy Com-

pany. First the company printed attractive, colorful twelve by eighteen-inch posters for its dealers' windows. It next printed cardboard displays, announcing the offer, to fit in each box of candy. It then ran newspaper advertising to acquaint newspaper readers that it was possible to secure many valuable gifts by saving their Curtiss candy wrappers. Large two-sheet outdoor posters were used throughout each territory, so that every man, woman and child was not only reminded once about the offer but many hundreds of times during the life of the campaign.

Not being content with place-of-sale advertising, newspaper advertising and poster advertising, the company used, in addition, elaborately equipped sound cruisers to further acquaint the public with the premium offer. These cruisers traveled throughout each city and town broadcasting music and advertising messages regarding the premium campaign. The cruisers stopped in front of each dealer's

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store, at street corners, schools, play grounds, etc., and played musical records and made announcements giving full details of the offer. Naturally everyone surrounded the cruisers and inspected the premiums. Then small illustrative circulars were passed out to the crowd so that they could take home a constant reminder of the details of the offer. Needless to say not one detail was overlooked in making this campaign a complete success.

10. Don't Make It Difficult for the Dealer to Handle Your Premiums.

Make it just as easy as possible for your dealers to handle the details of your premium offer, if they are to make the redemption or if they are to give out the premiums with your product. Dealers do not like bulky premium items to take up valuable space in their store or stockroom.

Try to select premiums that you can either pack with your products or that you can attach to your

product in some manner. This is not only convenient for the dealer but it discourages the dealer from separating the premium from the product and using it in some manner not originally intended. If the premium is small, it is extremely beneficial to make a display stand or a display card combining your product and your premium so that the premium offer will attract attention inside the store.

11. Don't Feature the Premium at the Expense of the Product.

Too much emphasis on the premium fails to give sufficient advertising value to the product itself. Remember there are people who may not be interested in your premium and they will miss your advertising message completely if the premium idea is too dominant in the advertising. Where both the premium and the product are featured in the same advertisement, a proper balance should be kept between the two so that the product does not suffer thereby.

BE FRIEND IS A MOTHER

*Parents' Magazine shows a gain of
12% and 18% in pages for the
year 1935 over the same period 1934*

BE FRIEND THE PARENTS' MAGAZINE

P. I. Advertising Index

Newspapers Continue Gains Over 1934; Farm-Paper Increase Over Last April Nominal

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR April, 1935, the newspaper index stood at 78.7, a gain of 2.2 per cent over the preceding month. This is after the usual adjustments for seasonal variations, etc.

The April index shows an increase of 7.1 per cent over April, 1934. This is the largest gain that any month this year has registered over the corresponding month of 1934. Possibly the lateness of Easter this year (April 21) had something to do with this increase, because Easter fell on April 1 in 1934.

The newspaper chart appears on page 68.

Farm Papers

The farm-paper index for April is 57.7, which is a pick-up of 18.7 per cent from March, when the index was 48.6. This represents the increase after the lineage was adjusted for three issues of bimonthlies, for five issues of weeklies, and after correction was made to take care of the normal seasonal change.

As compared with 1934, the April index recorded a gain of 1.2 per cent over April of last year.

MONTHLY INDEX OF FARM PAPER ADVERTISING

100 = MONTHLY AVERAGE 1929-1932 INCLUSIVE

Corrected For Seasonal Variation



Spot News!

FROM Washington—from Kansas—from Oklahoma — from Missouri — from Arkansas—NEWS of interest to FARMERS printed in NEWSPAPER FORM on high-speed newspaper presses in the second largest railroad center in America—has made The Weekly Kansas City Star the LARGEST farmers' weekly in America.

EDITORIAL SERVICE to the reader—fast—accurate—every week—not just once or twice a month—has attracted to The Weekly Kansas City Star more subscribers in Kansas and Missouri than any farmers' paper ever has had.

The Weekly Kansas City Star is the only farmers' paper which is not obliged to offer premiums, conduct contests or make clubbing offers to maintain its circulation. It is the only farm paper which is so interesting to its readers that it can depend on editorial interest alone.

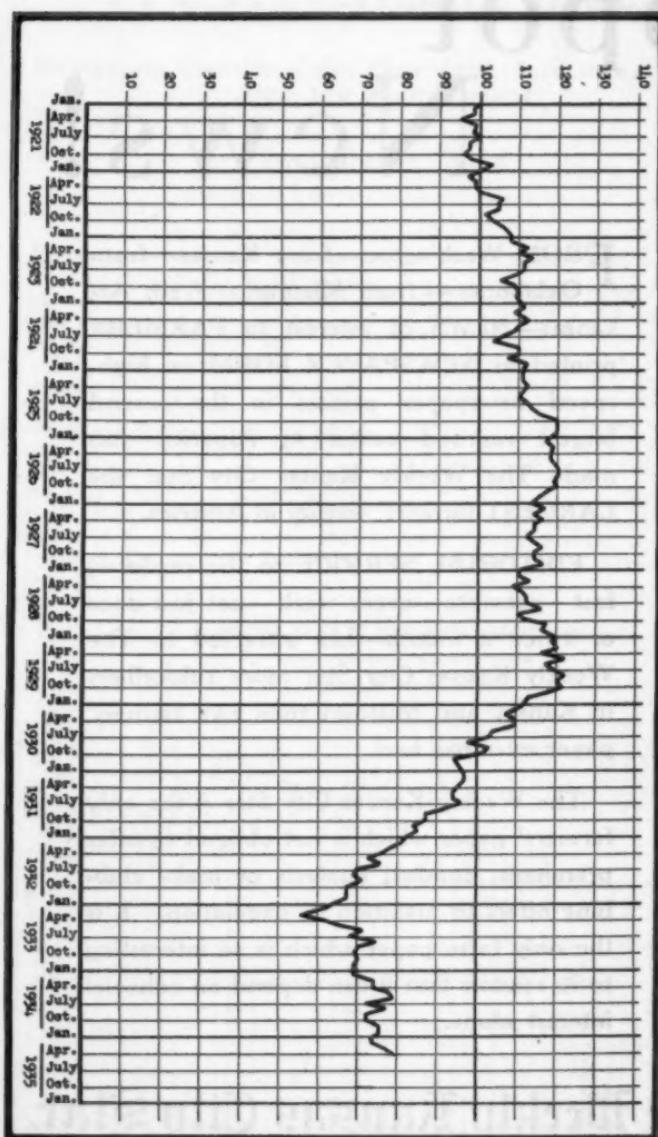
The Weekly Kansas City Star.

LARGEST FARMERS' WEEKLY IN AMERICA

477,287 Paid-in-Advance Subscribers



May 16, 1935



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DEPARTMENT OF COMMERCE issues Vol. VI of "Wholesale Distribution," covering West-Central States, of 1933 census of American business. . . . FHA announces modernization credits, home mortgages, and low-cost housing projects, insured or committed under provisions of National Housing Act, amount on May 11 to \$101,540,571, with modernization credits alone accounting for some \$66,000,000. . . .

• • •

Senate passes resolution requesting President to transmit complete report filed by Business Advisory Council. . . . Senate agrees to conference report on Agricultural Department appropriations bill, leaving appropriation for enforcement of Food and Drugs Act at \$1,540,879 instead of \$1,515,879 as proposed by House, and \$1,765,879 as proposed by Senate, Senator Copeland protesting. . . . *Consumers' Guide* publishes lead article on how tariff raises costs to consumers. . . . Farm income up 12 per cent in first quarter of 1935, according to Bureau of Agricultural Economics. . . .

• • •

Dickinson (Rep.Ia.) introduces Senate Resolution 131 calling for investigation of publicity activities of Governmental agencies, unlikely to pass. . . . Representative Warren resigns from House Committee to investigate American Retail Federation. . . . Senate Committee on Judiciary reports out S. 2512 concerning lobbyists. . . . Cost of living of wage-earners up 1.0 per cent from March to April, due to rise in food prices and rents, according to National Industrial Conference Board, with cost of living in April 6.1 per cent higher than year ago, 16.4 per cent higher than April, 1933, and 16.0 per cent lower than April, 1929. . . .

• • •

Much talk about compromise on S. 5, with resultant early passage, but some Washington observers, regardless of what trade says, see no hope for passage this session. . . . Illinois House still refuses to enact emergency 3 per cent sales tax. . . . There were 48,300,000 radio receiving sets in the world at end of 1934, representing 193 million listeners, according to International Broadcasting Office in Geneva, with 40 per cent of sets in U. S. . . .

• • •

Re-sale price maintenance or fair trade acts now in California, Oregon, Washington, New Jersey, and Wisconsin. Similar bills awaiting governors' signatures in New York, Maryland, and Iowa. . . . Retailers spending \$200,000,000 on modernization, etc., according to John Guernsey of Census Bureau, in New York *Herald Tribune*. . . . "Substantial economic recovery has occurred in the United States since the low point of the depression was reached early in 1933. By January-February, 1935, the level of wholesale prices had risen 33 per cent. In manufacturing industries the volume of production had increased 49 per cent, the total number of persons employed had increased 33 per cent, and total wage disbursements had advanced 72 per cent. The evidence of real improve-

ment is unmistakable." Thus begins Frederick C. Mills in a bulletin of National Bureau of Economic Research, entitled "Aspects of Manufacturing Operations During Recovery." . . .

National Wholesale Druggists Association soon to publish book entitled "New Factual Data to Aid Manufacturers in Shaping National and Local Distribution Policies," including among other things analysis of 84 trading areas, according to *Drug Trade News*. . . . Dun & Bradstreet find slight recession in upward trend of business. . . . Retail trade up 12 per cent in April over April, 1934, according to Federal Reserve Board. . . . Wholesale grocery price index of National-American Wholesale Grocers Association up 1.9 over March, being at highest point since November, 1930. . . .

New York *Times* reports Professor Irving Fisher's index number of commodity prices for week ending May 11, at 82.2, compared with 82.1 previous week, being highest since the last week of February. . . . Daily average sales of variety stores for April 90.5 per cent of 1929-1931 monthly average, compared with 93 per cent in March and 91 in February, according to Bureau of Foreign and Domestic Commerce. . . . Merrill Lynch & Co. compilation of chain-store sales covering 25 companies shows increase of 17.02 per cent for April, 1935, and increase of 9.07 per cent for first four months of 1935, against like period in 1934. . . .

"Total value of goods at retail in the United States in the first quarter amounted to \$6,880,000,000 in 1935, as compared with \$6,798,000,000 in 1934, an increase of 1.2 per cent. As compared with first quarter of 1929, when sales totaled \$11,800,000,000, sales this year showed a decrease of 41.7 per cent," says *Business Conditions Weekly*, Alexander Hamilton Institute. . . . New York *Journal of Commerce* wholesale price index on May 11 was 80.1, against 79.3 preceding week, and 74.9 corresponding week 1934. . . . Bureau of Labor Statistics wholesale commodity price level index 80.3 for the week ending April 27, showing no change. . . . Industrial production showed little change in March, with wholesale prices of farm products and foods increasing considerably in first three weeks of April, according to Federal Reserve Board. . . . Based on reports from 198 companies, earnings of industrial corporations in first quarter showed average gain of 27.3 per cent over corresponding period of year ago, according to Standard Statistics Company.

G. M. S.

+ + +

Directs Intermountain Campaign

Newspaper, outdoor and direct-mail advertising will be used in a campaign in the intermountain territory which will be conducted by the L. S. Gillham Company, Salt Lake City agency, for the Utah Oil Refining Company.

Names Budke-Connell

The Valley Electric Corporation, St. Louis, has appointed Budke-Connell Advertising Agency, of that city, to direct its advertising account. Business papers and newspapers will be used.

+ + +

Swarting with Anfenger

Ralph G. Swarting has joined the staff of the Anfenger Advertising Agency, St. Louis, as production manager.

Represents "Mademoiselle"

Simpson-Reilly, Ltd., Los Angeles and San Francisco, has been appointed Pacific Coast advertising representative of *Mademoiselle*, New York.

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EYE OPENERS *in Oklahoma -*



Business is good in Oklahoma now, as always. A 31% above normal rainfall makes Oklahoma an oasis among western and southwestern states. Ample moisture and fine crop prospects keep sales climbing • Good financial conditions of Oklahoma farmers is shown by sales increases of from 2000% to 22% for the first 3 months of this year by 3 leading farm implement firms • Reports from automobile dealers of 67% to 152% increases in sales is substantiated by an 86% up in new car registrations • Oklahoma City retail sales were up 10% to 30% for March and April, while state merchants report business up from 2% to 14% • The rising tide of selling opportunities in this market is gauged by the 6.7% increase in Oklahoma City bank debits • You can get your share of Oklahoma's good business with an adequate schedule in the Oklahoman and Times, the only newspapers that completely, effectively cover the state's biggest and best market.

THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

"We Write to Introduce . . ."

How Sales Letters May Serve, Effectively, as Introductions for New Products and New Merchandising Ideas

By E. E. Irwin

BUSINESS is better at the post office; and Postmaster-General Jim Farley will err if he credits all the increase to the fellow who invented Send-a-Dime.

While statesmanship, or something, overhauls the governmental alphabets, while industry sulks in its tent—or pretends to sulk—the sellers of merchandise take their pens in hand and write letters. There may be something worse than weevils rampant in the cotton, and something worse than locusts a-crouching in the corn; but this year's crop of sales correspondence already is a bumper.

Of the tide of sales letters flowing through the mails, no one man, no two men, no two *strong* men could read and analyze more than a driblet. Here we shall examine only a few of those that serve the special purpose of introducing something—some new item of merchandise, or some new merchandising idea.

Without further warming-up, we'll start conning the copy.

The first letter "sold" a simple method of linking the dealer's store to national advertising. Its author was Wm. H. Robbins, president of the Williams Company—

Page 98—

February 23rd issue—

Saturday Evening Post.

The first Sun Ray Layer-Built advertisement this year—and a whale of a good one.

Your customers will see it—and read it. So why not make the most of this advertising by this simple tie-up?

Get a copy of the *Post*. Pin back page 98, or hold open with a clothespin or rubber band. Take a

red, blue, or black crayon and make a big circle around the Sun Ray ad. Put it in a corner of your window with a couple of packages of Sun Ray, opened, and with the Layer Built Pads spilling out.

Window, or counter, or table—doesn't make much difference. Costs you a nickel cash for the *Post*, and it is sure to help you find new buyers for Sun Ray Layer Built Pads.

Please order from your jobber—if you are not carrying these practical, economical, Layer Built Pads. And please remember we appreciate it sincerely when you specify Sun Ray.

Yours very truly . . .

Here's one that runs longer. It carries the signature of H. M. Ashby, vice-president of F. C. Huyck & Sons. Its purpose is to introduce a new line of blankets. It reads:

DEAR MR. _____:

Of course, you are thoroughly familiar with the excellence of the Kenwood Famous Blanket and the position it has held in the higher-price field for the past twelve years.

Kenwood Mills are now entering the medium and lower-priced all-wool blanket market, and the purpose of this letter is to give you the definite assurance of the executive management that these products represent distinctive values, just as great in their price ranges as the Famous holds in its special field.

For several years, we have been engaged in experiment, in the reorganization and improvement of our manufacturing plant, and in the revising of our cost-accounting methods. As a result, we are now

in a position to provide all-wool blankets of outstanding quality and value in the lower-price levels.

Possibly the best example is the new No. 95 line, which we are introducing this year to retail, with a very satisfactory profit, at \$6.95. This really is an exceptional blanket, and I can assure you that the high standard of our samples will be maintained on all deliveries. I can say this because I know that we are now equipped to function just as efficiently in the lower-priced fields as we always have been in the upper levels.

In addition to the new No. 95 line, the new values will be found in the Doubleton pair, the new Early American and Lightweight Homespun, and the new Blanket Throw, both retailing at \$4.95; and in the new 72 x 84 Kenwood Standard, which will retail at \$8.95.

We feel that this line can be so important in giving you volume sales at a gratifying profit this year that we urge you to give it the earliest possible consideration. Our representatives are now calling on the trade; but, because they may not reach you for some time, I suggest that you or your buying office arrange to see the line at our New York display room in the Empire State Building.

I give you my personal assurance that the values and quality in the sample line will be maintained throughout the year.

Very truly yours . . .

Streamlining has swooped into the garden. Here's a letter of Gardex, Inc., introducing something new and nifty in hoes and such:

GENTLEMEN:

There may be nothing new under the sun; but unquestionably progress is making a new way of presenting it.

Ideas that refresh and please the "human" as contrasted with the humdrum and ordinary are bound to get ahead of those of lesser appeal.

You know what profits come from selling what people want—from offering what meets their desires.

Within the past fifty years, great strides have been made in the manufacture and shape of big agricultural machines. Yet almost no progress whatever can be found in the hand garden tools performing the same type of work in a small way as do their big brothers.

The new Gardex Tools are a sweeping and welcome change from old-fashioned hand tools. Gardex engineers have departed from the conventional shapes and have created the new Soil-Flow tools, which are designed according to basic, natural laws, giving them such form that they offer the least resistance to the soil and require the least effort to operate.

Gardex Tools, with their individuality in design and finish, their exclusive features and their long-life construction, make gardening so much easier that their best advertisers will be their users.

In going through the enclosed folder, you will agree that Gardex Tools have the strongest consumer appeal built right into them. They are fast sellers and sure profit-makers.

Write for the new Gardex catalog and buy a sample line consisting of one dozen of each of these extraordinary implements on our say-so. If they fail to live up to your expectations, you may return them at our expense.

We are convinced that you can do the garden-tool business in your town—with the Gardex line.

Yours very truly . . .

Here's a letter that says, "We're going on the air." It went out to dealers over the signature of C. A. Armstrong, sales manager, S. C. Johnson & Son, Inc.—

"Fibber McGee" Goes on the Air to Sell Johnson's Auto Wax and Cleaner!

Johnson's Auto Wax and Cleaner will now have the powerful support of a sparkling new radio show. Radio's newest comedy team, Fibber McGee and Molly, make their debut over N.B.C.'s Blue Network Tuesday night, April 16, 10 p. m. New York time.

Fibber McGee, tin can tourist

and tank-town prevaricator, in whose mouth the truth is indeed stranger than fiction, is sure to be a laughing success. He will be assisted by Marcelli and his orchestra, Ronnie and Van, and a famous rhythm singer. A swell show! Catch it the first night and you'll tune in on it every Tuesday night.

Fibber McGee will send car owners into dealers' stores to buy the FREE Touch-Up Enamel Deal described in the attached handbill. Be ready for them. Ask for the FREE posters and displays to tie up with Fibber McGee. Mail the order card now!

Sincerely yours . . .

Next, a letter that accomplished two purposes—sold the general line and introduced a distributor. This one carried the signature of D. B. Banta, sales promotion manager of the Emark battery division of Thomas A. Edison, Inc.—

To AUTOMOTIVE RETAILERS IN THE ALBANY TRADING AREA:

Sales statistics, taken over a period of years, indicate that battery sales to car owners receive a decided impetus in the spring months.

Quite naturally, to benefit by this seasonal buying habit of car owners, a dealer must feature batteries. Signs, window displays, and word-of-mouth suggestions will help many dealers sell more batteries this spring—if they have the right battery.

On a battery, the name Edison assures immediate acceptance by car owners. It indicates dependable quality—full value for the money. Edison-Emark batteries will contribute toward the building of a permanent and profitable battery business for any aggressive automotive retailer.

The Peerless Auto Parts Company, 261-263 Central Avenue, Albany, N. Y., is a distributor of Edison-Emark batteries. Probably you already are familiar with the splendid service Peerless gives to its dealer organization. If you have not done business with Peer-

less, we believe you will find it a pleasure.

Get your share of the spring battery business! Mail the enclosed card to Peerless today!

Faithfully yours . . .

Next, another dual-purposemissive. This one aims to "sell" a catalog and, simultaneously, to refine the mailing list. Signed by W. S. Pflueger, sales manager of the Enterprise Manufacturing Company, it reads:

Our new trade catalog No. 55 is ready for distribution. It is the most complete, helpful, and interesting fishing-tackle catalog that we have ever issued. Every distributor should have a copy.

Your name is on our mailing list because, at sometime, you have handled tackle for re-sale. If you are handling it now, we shall appreciate the opportunity of sending you one of these new catalogs.

From a recent survey by a leading outdoor publication, it was found that fishermen are spending an average of \$22 each for fishing tackle.

Cash in on our national advertising program by displaying the Pflueger Game Fish Display, form 566, as shown above. Life and action in eight flaming colors. Size 17 by 17½ inches, with easel support.

These sales helps will not cost you a cent. Just fill in the answer to each question on the card enclosed and mail it back to us promptly. Your name is already filled in on the card; and no postage is required for its return. Neither will it place you under any obligation whatsoever.

If you return the card and indicate thereon that you want one of the displays, we shall be very glad to forward it to you at once, or upon such later date as you may specify.

Should the card not be returned within a reasonable time, we shall take it as an indication that you are not handling tackle, are not interested in receiving our literature in the future; and we shall drop



BUYERS

Make This

MICHIGAN MARKET

Profitable for Advertisers

Profitable markets need more than just "population"—they need "Buyers"—and buyers need jobs and pay envelopes.

That is why Michigan and the Booth Newspapers present so favorable a market for advertisers right now!

More than a quarter of a million families in prosperous Michigan buy Booth Newspapers every evening. Here is a market of over a million *buyers* ready to *buy* advertised products.



**Reach the Buyers in Michigan with These
Booth Newspapers:**

Grand Rapids Press Flint Daily Journal

Saginaw Daily News	Jackson Citizen Patriot	Muskegon Chronicle
Kalamazoo Gazette	Bay City Daily Times	Ann Arbor Daily News

I. A. KLEIN, Inc., Eastern Representative J. E. LUTZ, Western Representative
50 East 42nd St., New York 180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, INC.

your name from our mailing list.

Yours very truly . . .

And now for a letter that introduces another letter. Veach C. Redd, who runs a hardware store in Cynthiana, which musically named town is in Kentucky, sat down at his desk back-stage and wrote a letter to his friend, H. D. Whittlesey, who is first vice-president of the Sherwin-Williams Company.

Mr. Redd was right pleased. He was acknowledging receipt, from the Sherwin-Williams Company, of a cumulative discount check.

In part, Mr. Redd wrote Mr. Whittlesey :

"While the check this year is not as large as it has been in some former years, and not as large as we'd like to have it, it is significant for several reasons. In the first place, we 'made the grade' without buying and carrying surplus stocks and straining our investment. In the second place, it was not taken into account in our costs and selling prices, and, of course, represented that much net profit.

"To me, this net is highly significant. I don't yet have the figures from our national office on the hardware survey for 1934, but in looking over the figures from the 1933 survey, I find that this cumulative-discount check, alone, represents more net profit than the average hardware store in towns of our size, with volume corresponding to ours, made that year. . . .

"We have not had any trouble in making a profit on the Sherwin-Williams line, based on regular dealer costs. This is the reason I have often told you that I am proud to be a member of the 'Sherwin-Williams Family.' . . .

"We have ready for mailing 18,000 broadsides; and the first one is going into the mails today. The others will follow in sequence. The announcement ads to tie up with the broadsides are being used in the newspapers. We are building bigger and better window and interior displays than ever before. This week, we're making a paint survey. . . .

"I just wanted this opportunity to express to you personally my appreciation, and to tell you that we're still carrying on.

"With kindest personal regards to yourself and to all other members of your organization that I know, personally, I am

"Sincerely,
"VEACH."

Need any attention-caller call anyone's attention to the fact that, on several scores, that letter is just about perfect? Need anyone point out that, to touch up that "natural" would be to perpetrate a fouler crime than gilding a lily?

No one needed to point it out to Mr. Whittlesey, who processed Veach's epistle and sent it out, with this restrained comment :

To OUR PAINT HEADQUARTERS AGENTS :

No matter what retail business you are in, the enclosed letter will be worth your reading.

If you are a hardware merchant, it will be of special interest. But it applies, in principle, to the paint store, the lumber yard, or any other retail business selling paints.

I don't want to detract from Mr. Redd's letter by making any lengthy comment. The letter speaks for itself. But after you read it, I shall appreciate any comments or questions you may have on paint merchandising.

Mr. Redd and hundreds of other merchants who have followed our plan of successful paint merchandising are enjoying good business and good profits.

If you are not, it will pay you to lose no time in getting in touch with our nearest division office. Merchants who have our line and are following our plans are not complaining these days. They are fully occupied with keeping up their stocks, waiting on trade, lining up house jobs, putting on spring events—and are far too busy with their own business to worry about the other fellow's.

Cordially yours . . .

Two Space Buyers Discuss A, B, C Schedules

This is the fourth of a series of articles giving advertising agency views on the buying of A, B and C schedules in newspapers. Previous articles were by Max Hacker, space buyer, Pedlar & Ryan, Inc.; J. F. Quick, Mark O'Dea & Company, and Leonard Gessner, vice-president, Fitzgerald Advertising Agency, Inc. This week we present the views of H. G. Selby, space buyer, Maxon, Inc., and of the manager of the media department of a large agency who prefers to comment anonymously.

IN my opinion, the theory of A, B and C newspaper schedules is absolutely sound. Obviously, multiple schedules are not needed where only one general type and size of newspaper is to be used. Granted identical market and media characteristics—why vary the schedule? Unfortunately, however, almost any extensive national release, not restricted to major market centers, encounters varying conditions which practically dictate graduated newspaper schedules.

If a newspaper list contains publications which average eight pages per issue, others which average sixteen pages, others thirty-two, and perhaps some which average forty-eight pages per issue, isn't it obvious that a small advertisement which might prove quite adequate in an eight-page paper, would not even make a ripple in a forty-eight-page paper?

Factors of distribution, appropriation, selectivity of prospects, et cetera, naturally determine the kind of newspaper list to be built, but fundamentally, in order to secure the greatest efficiency and the same relative reaction per thousand circulation, size of copy and frequency of insertion must be graduated to match the varying requirements of the newspapers involved.

One other circumstance indicates the necessity for an A, B and C breakdown of schedules. I refer to national newspaper campaigns, placed on a distributor-dealer co-

operative basis. Where appropriations for newspaper advertising in individual cities are pre-determined on a quota or sales basis, and where schedules must be laid out in advance to match these various budgets, regardless of size of town, or importance of newspaper involved, not only are A, B and C schedules required, but in most cases D, E and F must be added.

One of the great fallacies of co-operative newspaper advertising from the manufacturers' standpoint is that, in order to make individual schedules meet individual budgets, which budgets are based upon quota and not upon market or media requirements, more is lost in the decreased efficiency of the campaign than is gained through the distributor-dealer contribution, even allowing for the apparent advantage of local rate savings.

Take for example, Casper, Wyo., or Ypsilanti, Mich., and compare their cost requirements for adequate advertising with those of Chicago, St. Louis, or San Francisco. Assuming a fairly strong dealer in the smaller towns, and just an average distributor in the larger towns, an appropriation of \$10 per unit in Casper and Ypsilanti might absolutely dominate the territory with advertising, whereas in Chicago, St. Louis and San Francisco, the chances are it would not even scratch the surface.

Getting back to A, B and C schedules, however, inasmuch as

national co-operative advertising does exist, it seems to supply another necessity for building newspaper lists on a graduated basis.

H. G. SELBY,
Space Buyer,
MAXON, INC.

* * *

The following contribution to the discussion on A, B and C schedules is made by the manager of the media department of one of the larger advertising agencies who prefers to remain anonymous:

"Our general formula with regard to A, B and C schedules in newspapers, is as follows:

"Generally speaking, schedules, when split into these groups, are not arbitrarily based on one factor alone—for instance, size of city—but are set up based on as

high as seven or more factors—

Size of city

Total newspaper coverage

Total advertising competition (local and national combined)

Total competitive advertising

Milline rate

Value of city market and value of trading area

Distribution of our client's product.

"The number of factors involved would be controlled to a degree by the product, the amount to be spent and other specific conditions existing at the time of the release. These conditions would, of course, include any special industrial situation caused by strikes or other influences affecting the purchasing power of an individual city or group of cities."

* * *

WMCA Ties Up with WCBM, WDEL, WOL

WMCA, New York, under a new arrangement, is furnishing program service to WCBM, Baltimore, WDEL, Wilmington, and WOL, Baltimore. This is in addition to arrangements made with WIP, Philadelphia. Donald Flamm, president, WMCA, makes it clear that no new network is involved in these plans, unless one should naturally come into existence. WMCA is selling time over all five stations simultaneously, with line charges being absorbed by the stations.

* * *

Death of E. M. Adams

Edward Martin Adams, first vice-president in charge of sales of the Inland Steel Company, Chicago, died at Hot Springs, Ark., last week aged fifty-eight. He joined Inland in 1907 as secretary of the company, and was elected vice-president in 1921.

* * *

Dairy Group Appoints Burlingham

The National Dairy Association has appointed Lloyd Burlingham as executive secretary. He was formerly owner and editor of the *Breeders' Gazette*. Headquarters of the association have been moved from Chicago to St. Louis.

* * *

Advertising Albolene Solid

Advertising in women's magazines is being used by McKesson & Robbins, Inc., to promote Albolene Solid, a pharmaceutical product for the care of the skin. A new four-ounce jar and newly designed one-pound tin are featured.

Hoch Resigns as Typesetting Code Director

Robert A. Ritter has been appointed code director for the Trade Typesetting Industry. He succeeds Fred W. Hoch who has served the industry since the inception of the code. Mr. Ritter has been assistant to Mr. Hoch in his trade typesetting activities. Mr. Hoch resigned the post in order to devote his time to his own business, Fred W. Hoch and Associates, printing management service.

* * *

Appoint Akron Agency

The Tri-Dermis Company, Akron, Ohio, making a skin protector for use by painters, printers and other workmen, has appointed the Jessop Advertising Service, of that city, to place its newspaper advertising. This agency is also handling the business-paper and institutional advertising of the Falls Hollow Stabolt Company, Cuyahoga Falls, Ohio.

* * *

Des Moines Agency Adds Two

H. B. Brown, former head of Brown & Co., Des Moines agency, has become associated with Cole's Inc., of that city, in charge of its production department. Bill Merritt has joined the Cole's agency as contact man.

* * *

Campaign for Cash Register

The Ohmer Fare Register Company, Dayton, Ohio, is planning a campaign on its new model 8000 Ohmer Cash Register. Hugo Wagenseil and Associates, Dayton, agency, are handling the account.

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The World's Oldest
School of Journalism
Pays Tribute to Texas'
Oldest Business In-
stitution



Golden Jubilee Year in Dallas
1935

DURING "Journalism Week," recently held by the School of Journalism, University of Missouri, a distinguished service medal was awarded to The Dallas Morning News for "an outstanding contribution to its area."

Timely is this honor, considering the international background of its presentation . . . the forthcoming Texas Centennial Exposition, of international scope, in Dallas . . . and The News' role in the development of the Lone Star State.

Thanks to you, Missouri—the state which gave us the Austins, father and son, and so many of our pioneer citizens!

The Dallas Morning News

Associates: The Dallas Journal, The Semi-Weekly Farm News
The Texas Almanac, Radio Station WFIA
TEXAS CENTENNIAL—1936—IN DALLAS AND OTHER CITIES OF THE STATE

Strike Is Copy in Seattle

Pacific Coast Watches as Industry, in Newspaper Space Lays Labor Issues Before the Public

"IT was the Seattle Spirit that hewed this town out of a hostile wilderness. And that spirit flames on to preserve it! DON'T TEMPT IT TOO FAR!"

Thus belligerently, in newspaper space, Seattle's Committee of Five Hundred has carried to the public its fight against a threatened, broad-front strike; and the Seattle situation is being watched, closely, from apprehensive vantage points all along the Pacific Coast.

Through their Committee of Five Hundred, Seattle business leaders determined that it would be "much less costly and much better all around to meet labor disturbances with frank, forceful statements to labor, the labor leaders and the public than to permit the conflict of ideas and forces to reach the stage of open warfare, as they did in the general strike of last year."

Informative, but Not Encyclopedic

Informative though it has been, the Seattle copy—uniformly sized to fifteen inches on six columns in a series of twelve advertisements—could scarcely be called austere encyclopedic. Excerpts—

"Last year's strike trouble is here again—on a broader front. It hits at least five separate industries—food distribution, flour milling, oil, wood-box manufacture, garment making. Unless checked now, its paralyzing effect will reach every business, every resident of Seattle and the Pacific Northwest. . . .

"The Committee of Five Hundred is not an anti-labor organization.

"It believes that any man has the right to join a union and pay dues if he wants to.

"It further concedes that he has the right to lay down his tools and quit when he wants to.

"But this committee insists that a man has the right NOT to join a union and NOT to quit his job.

"It challenges the right of any man to throw up a job and then decree that nobody shall ever take his place. . . .

"Business is beginning to recover in Seattle. It also has its rights. And chief among them is the right to fight its way back to prosperity, unhampered by the sabotage of ruthless radicals.

"That is the privilege we intend to protect—AND FIGHT FOR, IF WE MUST. . . .

"How This Oil Tank Strike Affects You. . . .

"What do these radical strike leaders want? They want the 'closed shop'—nothing less.

"What do I care about the 'closed shop'—what does that mean to me?

"It means just this—that any 'closed-shop' industry has the power to refuse to do business with any other industry that isn't unionized—or unionized in just the right way—and that no one can work without a union card.

"Your business faces paralysis unless you, too, fall in line and turn management over to some union whose radical leaders pull the strings from New York—as in the garment trades. They'll be throwing tomatoes at you, too, if you buy groceries where they don't want you to buy them, or do business with some stand-up-and-fight American that insists that this is still a free country and that the man who doesn't join a union has a right to work and earn a livelihood for his family.

"The sooner you and everyone in Seattle understands the true implications of this strike situation—the dynamite it contains—the better for Seattle and for all of us!"

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*L*umber company 258 inquiries in March

"	radiator	"	79	"	"	"
"	boiler	"	59	"	"	"
"	steel	"	135	"	"	"
"	brass	"	198	"	"	"
"	wood	"	158	"	"	"

*R*esults, action
is what the manufacturer
must have these days for
his advertising dollars. He
is getting it in **ARCHITECTURE**
— the strictly Professional
Architectural Magazine —
published by the Scribners

* 6 out of 26 companies which **ARCHITECTURE** produced
for in the month of March 1935

Reciprocity

(Continued from page 10)

working in a condition like this. Listen to the sequel.

Within a few days the production department demanded a change in policy.

"You are adding to our costs," said the production head. "Formerly, when we bought from two houses we were able to get the advantage of quantity discounts. Now that the business has split six ways we are losing most of these advantages. I figure roughly that our present buying policy is costing our company \$30,000 a year."

The purchasing agent sympathetically placed the story before the sales department. The sales manager said, "I recognize the merit of what the production head says. What can I do, however? If we confine our purchases to two houses we are not going to add \$5,000 volume to the business those two houses give us. We will lose many times that amount of business from the four houses from which we do not buy. Salesmanship has nothing to do with the situation. I can assure you, however, that we will make more than the \$30,000 if we follow the reciprocity policy."

Story Placed Before the Board of Directors

The production head was not satisfied. Against the advice of both purchasing agent and sales manager, he took his story to the board of directors with the result that in this particular company today the \$30,000 is charged to sales, not production. The sales manager doesn't like it but he has preferred weakly to accept this policy rather than to take the logical step of selling on a sound businesslike basis.

The decision facing a number of companies today is whether they are willing to throw overboard all the advantages of good advertising and good salesmanship to succumb to the unscientific and unsound

policy of reciprocity. It is to the credit of a great many companies that they are working vigorously in every way they know how in order to eliminate reciprocity buying from their industries.

Reciprocity costs money. It weakens morale. It softens the good salesman. It leads to many abuses which in their worst form become downright bribery and blackmail.

The worst effect of reciprocity policies is found in the demoralization of salesmanship and advertising.

As Howard T. Lewis, author of "Problems in Industrial Purchasing," has put it, "purchasing and sale become a matter of mutual good fellowship rather than one of quality of product, adaptability to need, and the like." Yet these things are the foundation upon which good salesmanship is made.

If All Business Was Reciprocal

If all selling were done on a reciprocity basis business could close out its sales departments, fire its salesmen and substitute some good accurate bookkeepers. Even in the most reciprocity-ridden industries, however, there is still plenty of chance for salesmanship.

How, though, can good salesmen be built when much of their business is done on a back-scratching basis? Furthermore, what incentive can there be for a good salesman to improve himself when he knows that many of his big orders depend entirely not on his ability but on what his company purchases?

As has been pointed out by Mr. Lewis, "reciprocity does not result in increased sales but only in replacement of sales. The parties are likely to be loyal to such an arrangement only so long as it is to their advantage to remain so."

He quotes Melvin T. Copeland who says, "This practice is an ex-

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ample of a type of competition which results in saddling an irritating and potentially wasteful practice on an industry, with little net advantage to buyers or sellers. If one oil company gained a temporary advantage through this practice, that gain was almost certain to be offset by losses elsewhere; for if the company induced purchases by one source on the grounds of reciprocity, it was almost certain to suffer a loss in sales to some previous customer who was impelled by threats of reprisals to purchase a portion of his supplies reciprocally from another oil company. Purchases were split up into smaller lots, but probably few, if any, oil companies increased their total sales by this means. An industry in which such a type of competition prevails obviously has not reached a high plane of marketing practice."

Discourages Use of Aggressive Advertising

The effect on advertising is obvious. Where reciprocity is the rule rather than the exception, what inducement is there for a company to use aggressive advertising? Experience has shown that in such industries there is a general tendency to eliminate advertising in industrial papers or to confine it to the bare minimum which companies feel is necessary to "support a good magazine in the field." Direct mail drops by the board and about the only advertising expense left is incurred in the publication of a catalog which is not supposed to be a sales document but a kind of handy ready reference guide.

Thus business is deprived of two of its strongest legitimate forces, advertising and good salesmanship.

What are the solutions? Some of the more pessimistic sales and purchasing executives in industries where back-scratching is most prevalent say there is no solution. They point out that at best the solutions already offered are half-way measures or else depend upon a mixture of conscience and pride not characteristic of the most hard-boiled reciprocity operators.

In spite of this pessimism, there

GENUINE GOLD

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Is bringing HIGH PRICES

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or gilding your sign or truck

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Almost NEGIGLIBLE There

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Is no BETTER WAY to

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STRETCH your dollar.

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Write us for DETAILED

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Information about GENUINE

23-KARAT GOLD LEAF

-
HASTINGS & COMPANY

-
Gold Beaters for 115 years

-
819 Filbert St., Phila., Pa.

-
(Branch at Chicago)

is a strong undercurrent today among purchasing agents, sales managers and production men, to fight the reciprocity question to a finish.

In the final analysis, this is not a purchasing agent's problem. No P. A. worth his salt likes reciprocity buying. The sound purchasing policy demands only the best products at the best price with a maximum of service and delivery from a reputable supplier regardless of whether that supplier does a dollar's worth of reciprocity business with the P. A.'s company.

Actually, the policy of reciprocity is a confession of sales or product weakness. It is a demonstration that the sales department is not bright enough to sell its products in competition with other companies and that the production department is not keen enough to make products that are competitively superior.

This statement is not to be taken as a blanket indictment of the sales and production department of all companies now engaged in reciprocity buying and selling. Many of the most vigorous opponents of such policies are today forced to indulge in reciprocity against their good judgment.

How Purchasing Agent May Meet the Problem

To quote again from the bulletin of the National Association of Purchasing Agents—again pointing out that this is not to be construed as representing the association's official position and remembering that the bulletin is addressed to purchasing agents.

"To me, the best way to openly and thoroughly combat this subject seems to be to first analyze ourselves. Be sure we know our jobs; that we study each problem and the facts connected with it. Be frank and fair with your suppliers; be co-operative and helpful with your own organization. No one is going to push the purchasing department for you; you are its best promoter. I firmly believe if we will all do our part we can overcome this obstacle and will be left to do the buying for the best

interests of our companies—all things considered—that is what we are employed to do.

"How foolish for a P. A. to be aiding sinister reciprocity on the one hand and at the same time exercising his rightful and expected prerogative to choose suitable suppliers and reward them by placing his business to his company's best advantage. So far as I know, a sales force is kept in being to sell and service any and all customers to whom it can properly sell; as a rule they are not limited in their solicitations and P. A.'s do not tell them or endeavor to force them to sell only to certain consumers.

Creates an Equal Danger to Both Sides

"Should not a P. A. who is honestly and fairly performing his function have an equal right to solicit his suppliers? Reciprocity leads to discrimination which is a two-edged sword of equal danger to both sides. Good purchasing requires maximum distribution of orders consistent with sound economical principles of quality, service and cost.

"Further, if we stop to consider the tools which should be in our hands in addition to the foregoing self-analysis our ability to face the subject more vigorously should be apparent—some of these tools are:

1. Knowledge of one's company and its personnel.
 2. Knowledge of one's company and its products.
 3. Proper material specifications intelligently used.
 4. Knowledge of possible suppliers—their location, their ability to serve your organization.
 5. Up-to-date news of conditions in your country and in the world affecting what you buy.
 6. Familiarity and the facts as to how P. A.'s in similar situations are carrying on.
- "As a group, P. A.'s have kept their heads as well if not better than most business groups in the last five years of depression; they have stood out for the facts; dur-

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ing the short life of NRA they have fought for the only sound course as to relations between industry and its consumers.

"No one knows better than the P. A. that sales are necessary to his job—he well knows what a satisfied customer means to a sales organization as that is his position when he functions soundly and wisely. The P. A. who is honestly doing his work to get the maximum ultimate value for each dollar of expenditure cannot be a loyal employee without recognizing his company's customers where they are possible suppliers. But he is likewise not upholding the trust given him as P. A. if he prejudices his decisions by using other than the facts in awarding or distributing his order.

"Will we continue to think soundly, act sanely and handle wisely the subject of reciprocity?"

While this is addressed primarily to the purchasing agent, it is also an equally cogent message to sales executives.

To lick reciprocity means a long, slow, determined fight. It is one of those practices which once it becomes fastened on an industry is very difficult to eliminate.

Throwing the Spotlight on the Problem

What is needed today in the first stages of the battle is a strong spotlight thrown upon the practice so that company executives from top to bottom will realize the price they are actually paying to foster what amounts to a rather crude form of commercial bribery.

There is some hope in the fact that price fixing and price stabilization in many of the industrial codes is likely to be eliminated before many months have passed. If this happens it will give the efficient operators competitive advantages that will make it obviously unwise in many cases to buy solely on the basis of back-scratching. The elimination of price stabilization, however, is not going to furnish the sole answer. Conscientious salesmanship and sound buying policies are in the long run going to furnish the key to the solution.



● In each of our starred locations is a man who knows, to a cent, the shipping charges in the zones around our foundry.

If you have a national schedule of 450 newspapers, we can save you \$203 on a full page, \$108 on a half, and \$39 on a quarter page—and solely on distribution costs.

With this remarkable economy, due to our method of localized national distribution, we give you five-star quality electrotypes—clear, clean, sharp-edged reproduction surfaces that guarantee good printing.

Send us an actual or suggested schedule. Let us show you in how many ways we can cut your electrotype costs. See our new book, "New Economies... New Speed"!

Write or telephone today

REILLY ELECTROTYPE COMPANY

216 East 45th Street, New York

FINE SCREEN MAT CORPORATION

228 East 45th Street, New York

MICHIGAN ELECTRO. & STEREO. CO.

95 West Hancock Ave., Detroit

ADVANCE-INDEPENDENT ELECTRO. CO.

730 E. Washington St., Indianapolis

LAKE SHORE ELECTROTYPE CO.

416 South Market St., Chicago

AMERICAN ELECTROTYPE CO., INC.

333 Fremont St., San Francisco

Division of the Electrographic Corporation



Rural and Farm Publications

Commercial Advertising Linage for April

(Exclusive of house, livestock, baby chick and classified advertising)

Monthlies

	1935 Pages	1935 Lines	1934 Lines	1935 Pages	1935 Lines	1934 Lines
Country Gentleman	50	34,015	33,594	Idaho Farmer	20	14,919
Progressive Farmer & Southern Ruralist				Local Zone Adv.	2	1,372
Carolinas-Virginia Edition	32	22,982	21,618	Oregon Farmer	20	14,915
Georgia-Ala. Ed.	29	20,779	19,632	Prairie Farmer		13,114
Miss. Valley Ed.	27	20,010	18,823	Illinois Edition	20	14,721
Ky.-Tenn. Ed.	27	19,720	18,919	Indiana Edition	17	12,624
Texas Edition	23	16,770	17,811	Pennsylvania Farmer	19	14,246
All Editions	21	15,448	15,421	Nebraska Farmer	18	13,317
Average 5 Editions	28	20,052	19,360	Local Zone Adv.	12	8,700
Capper's Farmer	33	22,264	20,312	Average 6 Editions	20	14,767
Successful Farming	40	18,028	19,075	New Eng. Homestead	18	12,875
California Citrograph	21	14,089	8,785	Wis. Agriculturist & Farmer		13,421
Country Home	31	13,856	12,697	Ohio Farmer	15	11,601
South. Agriculturist	19	13,190	14,621	Michigan Farmer	15	11,567
Southern Planter	13	9,265	9,295	Dakota Farmer	11	8,713
Western Farm Life	9	6,949	7,878	Missouri Ruralist	11	8,419
Farm Journal	9	4,029	7,296	Local Zone Adv.	4	2,934
Wyoming Stockman-Farmer	5	3,909	5,001	Kansas Farmer, Mail & Breeze	11	8,325
Breeder's Gazette	8	3,748	3,472	Local Zone Adv.	5	3,601
Bureau Farmer	4	2,020	2,017	Ind. Farmer's Guide	10	7,877

Weeklies

(4 Issues)

Farm & Ranch	19	14,740	19,501	Pacific Rural Press	40	30,233	25,911
Arizona Producer	17	13,685	11,249	Rural New Yorker	21	16,408	15,057
Montana Farmer	18	13,593	11,694	Dairymen's League News	6	*4,223	4,216
Hoard's Dairyman	17	12,629	13,875	*Five Issues.			
Farmer-Stockman	16	11,934	18,797				
Utah Farmer	13	10,197	8,505				
Missouri Farmer	6	4,804	5,426				
Arkansas Farmer	4	3,337	4,500				

Farm Newspapers

(4 Issues)

Kansas City Weekly Star							
Missouri Edition	7	16,088	18,311				
Ark.-Okla. Edition	6	15,837	16,983				
Kansas Edition	6	15,811	16,505				
Dallas Semi-Weekly Farm News							
Friday Edition	3	7,511	2,972				
Tuesday Edition	2	*5,491	5,022				
*Five Issues.							
(Figures compiled by Advertising Record Company)							

Wanted—

A BIG MAN

*for an important
creative and executive post in*

RADIO BROADCASTING

A brilliant flair for entertainment, a capacity for bold, broad-gauge creative work in program-building are essential. This man will head a large department in one of the biggest organizations creating radio programs, today. His job will be to create new radio programs for some of the most important advertisers on the air. Radio experience, advertising agency experience —either or both would help. Neither is essential.

He must have, in addition to his own creative ability and imagination, sufficient flexibility to cover the whole range of musical and dramatic possibilities. He must be able to organize other people to help him, to find them if necessary; to use their suggestions; to take rough or complete ideas from others and build them into good shows.

This man must be familiar with sources of talent, and with the best in opera, moving pictures, the theatres, night clubs and so on. And he must be thoroughly responsible in all his dealings with talent and with the buyers of talent.

His opportunity will be one of the best in the whole field of radio broadcasting.
Replies confidential.

Address "X," Box 93, P. I.

Retail Druggists Co-operate

COMPRISED of thirty-seven leading neighborhood drug stores, The Syracuse Nabor Druggists Association fired the first gun of an intensive co-operative merchandising and advertising campaign on nationally advertised products recently with a full newspaper page of color.

Every Friday similar color pages are scheduled to appear. These pages will be institutional in nature; bringing the neighborhood drug store to the attention of the consumer, but also containing plenty of strong selling copy in direct competition with chain stores. Nationally advertised products are being featured exclusively.

Two Syracuse wholesalers, Charles Hubbard Son Co. and Mc-Kesson Syracuse Drug Co., have interested themselves in the movement and are holding schools for clerks and co-operating in every other way to make the campaign a success. New neighborhood stores are being added to the group and it is estimated that the membership will soon exceed sixty stores.

Made Vice-Presidents, Baltimore Agency

Robert E. Daiger and Alan E. Turner, of Van Sant, Dugdale & Company, Baltimore agency, have been elected vice-presidents. Mr. Daiger continues as an account executive. Mr. Turner will be in charge of sales promotion.

White Castle to Churchill-Hall

The White Castle System of Eating Houses Corporation, Columbus, Ohio, operating 125 "Castles" in sixteen cities and eleven States, has placed its advertising with Churchill-Hall, Inc., New York.

Kaufmann Heads Gimbel's in Philadelphia

Arthur C. Kaufmann, vice-president and general merchandise manager of the Gimbel Department Stores, Philadelphia, has been made manager.

Joins Mailograph Company

Raymond Cohn, formerly art director of the Artwil Company, has joined the Mailograph Company, Inc., New York, direct mail, in a similar capacity.

In addition to the newspaper advertising, the association is co-operating in a number of other merchandising and sales plans to make the campaign a success. Uniform insignia, uniform window displays, counter displays, window streamers, and apparel and caps for clerks, bearing the Association insignia, are being provided as a part of the plan. In addition an educational campaign is being launched, including letters to doctors, nurses and dentists.

Qualifications for membership in the Association are strict and include neighborhood, cleanliness, credit rating, merchandising ability, and general reputation of the store and its personnel.

Jack Dwyer, president of the Syracuse Retail Druggists Association, heads the newly formed group. Results of the two opening advertisements, he reports, have exceeded the expectations of every member of the group and it is felt as further copy appears the momentum will speed up and greatly increase sales results.

Bayless-Kerr Has Shovel and Crane Account

The Byers Machine Company, Ravenna, Ohio, Diesel and gas powered shovels and cranes, has appointed The Bayless-Kerr Company, agency of Cleveland, to handle its advertising. Business papers and direct mail will be used.

Will Head Salt Lake Club

Chauncey W. West, assistant general manager of the Newhouse Hotel, has been nominated for president of the Salt Lake City, Utah, Advertising Club, as the only nominee.

Stewart Advanced by New York "Times"

Howard D. Stewart has been appointed retail advertising manager of the New York Times. He previously had been assistant to the advertising manager.

Represents "Grit" in Detroit

Guy S. Osborn, Scolaro & Meeker, Inc., publishers' representative, have been appointed to represent Grit in Detroit.

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Advertising Affiliation

THE international flavor, always a characteristic when members of the American and Canadian clubs which make up the Advertising Affiliation get together, carried itself into the annual convention in Pittsburgh last week.

Chester H. Lang, president of the Advertising Federation of America, was an invited guest and in his address urged that advertising men regard themselves as "counsellors of opportunity."

W. C. White, advertising manager of the Aluminum Company of America, told how the introduction of giftware brought a

company subsidiary out of the red.

Charles K. Swafford, Hotel New Yorker; David Smart, *Esquire*; E. P. H. James, NBC; A. L. Billingsley, Fuller & Smith & Ross; A. J. Wilson, Audio Productions, and William E. McFee, American Rolling Mill Company, were other speakers.

The Affiliation elected the following officers for the coming year: President, Robert Heywang, Buffalo, N. Y.; first vice-president, Harold Donahue, London, Ont.; second vice-president, Harry White, Buffalo; and secretary-treasurer, D. A. Thomas, Buffalo.

New Dayton Firm

Kolb and Son is the name of a new outdoor and general advertising business formed at Dayton, Ohio. Incorporators are Clyde E., Beatrice and Charles W. Kolb.

Death of Walter W. Battis

Walter W. Battis, sixty-nine, for many years New England advertising representative of *Hide and Leather*, Chicago, died recently at Winthrop, Mass.



You're right! I need a personal copy...enter my subscription and send bill for \$3 for one yr.

Name.....

Address.....

Company connection.....



Printers' Ink 185 Madison Ave. New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

*Founded 1888 by George P. Rowell
John Irving Rumor, Editor and President
1908-1935*

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROB DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. H. LARABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES
Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erbes, Jr. Washington, 1208 Carpenters' Building; Chester M. Wright. London, 29 and 31 Great Queen Street, W. C. 2; McDonough Russell.

ADVERTISING OFFICES
Chicago, 6 North Michigan Avenue; Gove Compton, Manager. St. Louis, 915 Olive Street; A. D. McKinney, Manager. Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$2 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, MAY 16, 1935

Courageous Publishers If a business paper presumes to criticize the acts of the Roosevelt or any other Administration, it is likely to be accused of talking politics, and be invited to confine its thoughts to the technical needs of its field.

Hence the publishers comprising the Associated Business Papers, Inc., displayed some rather attractive courage and independence at Hot Springs, Va., last week in adopting a resolution calling for the elimination of artificial brakes on the freedom of individual initiative and enterprise. Of course they did not act as Republicans or Democrats, but as business men. This in itself is almost a term of reproach these days; but the publishers apparently believe that being a business man and trying to make a fair profit without artificial restrictions will help, rather than hurt, the multitude.

They obviously remember that

without profits there can be no social security. For social security costs money that somebody has to pay. Major L. L. B. Angas, the noted British economist who is touring this country predicting a swiftly oncoming era of American prosperity, puts the case neatly when he says that social security must be based primarily upon profit security. This is so because profits give employment.

We are rather proud of the business-paper publishers for making this pronouncement. They are talking so much sense that the politicians and the professional social security advocates will probably want them sent to concentration camps. But in defending the right of the business man to know what he faces—to have a chance to know under which shell the little pea reposes—they are not necessarily wicked men devoid of all instincts of compassion and kindness to humanity.

If business men in general as typified by these publishers can drop their inferiority complex and self-consciousness sufficiently to fight for economic justice without fear of being accused of wanting old people to starve and the ranks of the unemployed increased, they will hasten the coming of the recovery that is now most assuredly under way. It is now coming so fast that even the politicians may have a hard time stopping it. Meanwhile, calling things by their proper names is very much in order.

Columbia Enlists

"As radio broadcasting expands and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility."

We quote the opening paragraph of an announcement issued this week by the Columbia Broadcasting System—an announcement of new policies that aim to establish

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"higher standards than broadcasting has attempted before."

We quote with applause. With commendation, we summarize the new platform:

Little pitchers still bear big ears; and little citizens constitute radio's most attentive audience. The chain will not permit the exalting of gangsters, criminals, and racketeers. It will not glorify disrespect for parental authority. It will not condone cruelty, greed, selfishness, conceit, smugness, unfair exploitation, dishonesty, deceit. It will prohibit programs that arouse, in juvenile nervous systems, harmful reactions.

As for programs for grown-ups, the company will bear in mind—and cause its advertisers to bear in mind—that advertising has been convicted, at least sporadically, of two offenses against the public; exaggeration, and bad taste.

It re-states the rule that it will permit "no false or unwarranted claims," and "no testimonials that cannot be authenticated." And in the fields of anatomy, physiology, and therapy, it will close its microphones to broadcasting that "describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters that are not considered acceptable topics in social groups."

In the interest of holding goodwill for radio, it will time-limit the commercials.

We have touched the highlights; but they are the highlights that will illuminate, most brightly, wide areas of circumambient murk. And they will guide the way for new patronage. Again we quote—this time from an editorial we printed in *PRINTERS' INK* for March 21:

"... new patronage from advertisers sensible enough to know the benefits and advantages that accrue from consorting with good company."

That was in reference to an ad-

vertising censorship policy promulgated by the National Broadcasting Company.

And now we lift our hats, not to one broadcasting enterprise, but to two great chains—Columbia and National. Well may your virtues return their own rewards; but no one will be saddened when it develops—as it is sure to develop—that what you both have done has been good business.

Business Takes the Floor

Often the public actions of business men serve

to prove that business men are poor politicians; but it would be unwise to permit considerations of political expediency to discount all the protests that rose out of the annual meeting of the United States Chamber of Commerce.

Neither statesman nor politician looks more eagerly to business recovery than does business, itself; and neither statesman nor politician dares forget that recovery without the co-operation of business is impossible.

What took form in the Chamber's articulate assembly was not a "business revolt," as it has been misnamed, but industry's declaration of principles; and basic among those principles is this: that, right now, when good heads are needed so vitally, not *all* the best minds are to be found behind the spectacles of professors.

And the current stage of our economic convalescence is no time to look upon the United States of America as one big guinea pig, to be dosed by nostrums thought up by academicians.

There can be no quarrel with the soundness of the Chamber's stand on these two points:

1. That it is dangerous to change the underlying structure of the banking system hastily and without thorough study; and

2. That it is foolish to destroy the

utility holding companies, whose technological success has been pronounced, when the abuses that have developed in the past have been financial—abuses whose repetition, under the SEC, would be impossible.

In the main, the Chamber urges that reform—if reform is what such measures as this really would bring about—be sidetracked and that the right-of-way be given to recovery.

No one need lose his admiration for President Roosevelt. But the Chamber's president was voicing a wholesome, American attitude when he said that the time has come for the open expression of honest differences of opinion.

Two Men—Character analysis to the contrary notwithstanding, men's looks don't matter much, nor do their mannerisms. What counts is what is in their heads and in their hearts.

Last week two men were honored at the convention of the Associated Business Papers. Each had survived, fiscally, physically and spiritually, fifty years in the publishing business.

The two are executives, now, in the same great publishing enterprise. One is James H. McGraw, Sr., chairman of the board, and the other is Henry Lord, vice-president of McGraw-Hill.

Yet not in a long day's search could you find two men who, to the eye and ear, are more different. The one is sharp-eyed, sharp-voiced, abrupt. The other is serene, low-voiced, deliberate. The one might have been an old-fashioned, birch-armed schoolmaster. The other might have been a physician, or a judge.

Partners, now, associates brought together by a merger of interests, they serve by their very contrasts to prove that the most charming feature of humanity is its infinite variety.

And their composite century in

business has served to demonstrate that one of the constituents of complete success is the attribute that wins from contemporaries well-mellowed affection and from younger men inspiration and warm and lasting respect.

F. D. R. on Labor's Rights The principle still holds that purchasing power, which activates the market for our manufactured goods, is just another name for wages. And further, it still is true that purchasing power increases as wage levels rise.

In this enlightened age, no employer can well remain uninformed about the physical law that prohibits flow without source. No tide of money and of credit can move unless some force sets it in motion. But in this enlightened age no employer can well remain uninformed about the fiscal law that prohibits commercial or industrial life without profits. No enterprise can live unless it can earn its own keep.

These truths about a capitalistic economy take on, just now, new significance. Considering ways and means—statesmanlike and political—to erect legislative machinery for the settlement of labor disputes, Congress studies legalistic proposals; and commentators speculate upon the attitude of the President.

Mr. Roosevelt's position is clear—or it ought to be. He has expressed it, openly. In March, he issued a statement concerning the settlement, under NRA, of the automotive strike. Specifically, at the close of the statement, he said:

"This"—the N. I. R. A.—"is not a one-sided statute; and organizations of employees, seeking to exercise their representative rights, cannot at the same time be unmindful of their responsibilities."

Rights, be it always remembered, whether they be rights of capital or of labor, are always matched with obligations.

*a Lengthening
Shadow*



ADVERTISING in the news-magazine field increased 48.6% during 1934.*

NEWS-WEEK's increase was 65%—leading the entire weekly field in ratio of growth over its lineage of 1933.

Thus, a constantly increasing number of advertisers are realizing the importance of cultivating intensively a market that is growing more rapidly than any other factor in the advertising industry.

The fact that this market cannot be covered completely without the consistent use of its fastest-growing medium is self-evident.

*Publisher's Information Service.

NEWS - WEEK
ROCKEFELLER CENTER • NEW YORK

The Little Schoolmaster's Classroom

CONNECTICUT'S celebration of its Tercentenary has been marked by the co-operation of a number of leading business firms. One of the most interesting examples of this co-operation is a map just issued by the Aetna Casualty and Surety Company. This map is printed in six colors, is illustrated by John Held, Jr. and is a demonstration of an interesting combination of the technique of the old-time map maker and his modern successor.

Essentially a highway map for the State, it also indicates historical highlights of Connecticut.

On the back of the map are pictures of some of Connecticut's historical landmarks and paragraph sketches of the histories of the State's seventeen original towns.

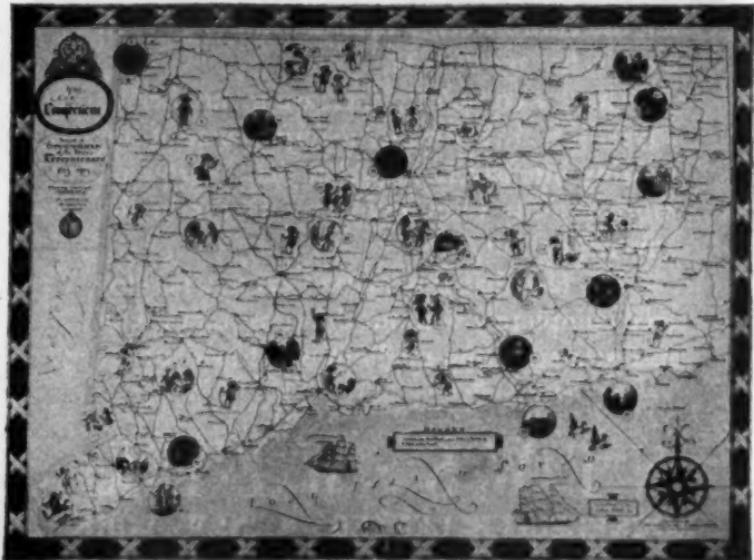
This interesting map is being sold by the Tercentenary Commission in order to assist with the

expenses necessary in connection with the celebrations to take place this summer and fall.

It is generally conceded that every entry submitted in a prize contest should be acknowledged in some manner or other. Otherwise there exists the danger of nullifying all benefits the contest may produce. The enthusiastic participant, fired with good-will for the advertiser, has been known to cool off under certain circumstances to the eternal sorrow of the sponsor.

But while it is agreed that the acknowledgment is good form in contest procedure, many companies hesitate over the expense involved. Especially in a national competition, where entries may be counted in hundreds of thousands, the wisdom of such an expense may be seriously pondered.

The Alemite Division of the



Stewart-Warner Corp., which in a recent contest advertised in general magazines as well as over the air, has hit upon a happy solution of this problem. The company sends each entrant a Government postcard bearing the following printed message:

"We have received your entry for the Alemite New Name Contest and we want to thank you for your interest in our radio program. We also hope that the pleasure you derived from the preparation of your entry has been comparable to the time and thought you have given it.

"Your entry is now in the hands of the judges and it is our sincere wish that you will find favor in their decisions. As soon as the first prize winner has been determined, the announcement will be made over the air. All other prize winners will be promptly notified by mail. Meantime we hope you will continue to enjoy the Alemite programs that come to you every Tuesday and Thursday evening at 10:30 p. m. EST. Horace Heidt and his Californians have planned a number of musical surprises that we know you'll appreciate hearing.

"By this time you have probably had the opportunity of having your car lubricated at an Alemite dealer's—taken advantage of his true Specialized Lubrication Service—and been rewarded with a smoother, quieter, easier-running automobile. But let us tell you this: An additional reward for seeking out an Alemite Dealer when your car needs lubrication is the fact that his specialized care saves you many costly repair bills—gives you real trouble-free and safer operation.

"If, by chance, you are among those who haven't yet tried the new Alemite Lubricants in your car, we hope that you will see an Alemite Dealer soon and have him give your automobile the Specialized Lubrication care that it requires."

Through the inclusion of the mild and appropriate sales talk contained in the last two paragraphs, Alemite offsets a necessary expense and converts it to some extent into an investment. Besides, the card

Who wants to

"DISCOVER"

an up-and-coming

WRITER?

Now employed . . . in his 5th year with a N. Y. 4-A. Does his own thinking, from copy theme to visuals. Has a flair for merchandising, point-of-sale ideas. Equally at home with serious institutional campaigns or whimsical cartoons, with agency work or publication promotion. 27. College grad. Unmarried (tho that can be remedied). Moderate salary.

{ If you have a position with a
genuine opportunity for him to
carve out his own future, or if
you hope to have one a year
from now, let's talk it over.

Address "Z," Box 94
Care Printers' Ink

YOU AND I KNOW

You and I know that most of us will come out of this depression all right—yes and some day be able to muse over and perhaps even laugh about certain phases of it.

There's one group however that won't be able to squeeze much humor out of even its funniest parts. I mean the younger men and women—the *real* victims—the generation without any particular experience that were just ready to take their proper place, but never got the chance to join in.

I am particularly interested in one of this group—a young man (27)—a very personable young fellow and quite adaptable. I think he'd be particularly good as a retail salesman. I wonder if you have a chance for him to "join in"?

Salary? Gosh—pay him what he's worth when he's worth it. The main thing now is to give him his chance to "join in."

Address: "Optimist,"
Box 96, Printers' Ink

P.S. If you haven't an opening maybe one of your friends has.

May 16, 1935

Available June 1st

Sales Manager

specially qualified to establish and develop foreign & domestic sales organization for aviation or other technical product. Broad experience in foreign markets, including successful handling of exchange and quota problems. Wide acquaintance and excellent standing in Military, Naval and Aviation circles throughout Europe. Married. Age 46. Minimum starting salary \$6000. Address "A," Box 95, Printers' Ink.

Wanted...

DISPLAY IDEA MAN

.....a creative idea man capable of producing original ideas for lithographic displays. An excellent opportunity for an experienced man. Willing to locate in New York or out of town if necessary. Address "B," Box 97, P. I.

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9	\$4.45	\$61.95	\$143.55
16 "	74.55	123.95	290.50
32 "	142.80	239.95	480.50

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

makes a good piece of direct mail for the excellent reason that by its very nature, it is almost sure to be thoroughly read by each recipient.

Because the management of the average company lives with its eyes toward the future rather than toward the past there is what sometimes seems to be an appalling waste of valuable historical material. Nor is this always material of purely antiquarian interest. Sometimes, indeed, material abstracted from the historical files of a company has proved of untold value in cases of legal dispute.

The Schoolmaster has found frequently when he has endeavored to clear up some obscure point in the past or to gather together material of historical interest that few companies in the United States are equipped with anything like adequate files of such material.

He realizes, of course, that a company incorporated in A.D. 1935 finds it a little difficult to really believe that it has anything of historical value. This same company in A.D. 1985 or 2035 may search vigorously but hopelessly for scraps of paper, original letters, sample advertisements, or photographs for a fiftieth or one-hundredth anniversary celebration.

The value of even a small collection of such material is strikingly indicated by the April issue of the "Nylic Review," published by the New York Life Insurance Company. This particular issue of the "Review" celebrates the company's ninetieth anniversary and, according to a note by Stratford Corbett, editor, attempts throughout to follow the style of a Nylic agency publication of 1868.

What makes this issue of the "Review" so interesting is the profusion of illustrations of historically interesting material. There are several pictures of old circulairs, a reproduction of an early

TORONTO
MONTREAL
WINNIPEG
LONDON, Eng.

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

May 16, 1935

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The history of greatly what might which a the comp and care future us.

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"I do rettes, 3 of dif package walks, must be in this with w tainer.

May 16, 1935

PRINTERS' INK

97

policy form, pictures of agency meetings of past years, and illustrations showing the various buildings that have housed the company during its long career.

The net result is an interesting history of the company enlivened greatly by the reproductions of what might be called "memorabilia" which a succession of employees of the company have been thoughtful and careful enough to file away for future use.

Perhaps the most interesting of these is an advertisement published in the *New York Morning Courier and Examiner* on August 14, 1845, New York Life's first public advertisement. How many members of the Class can go to the files of their company and produce its first advertisement?

* * *

It is often surprising that among the large number of worth-while business books published each year in this country so few are translated for use abroad. The best business books can look for a moderate circulation in Great Britain, but as a general thing that is as far overseas as the circulation spreads.

Really excellent material is thus lost to foreign business men. It is, of course, unwise to suggest that they adopt American business methods in the whole cloth but at a time when the world is so interested in American advertising methods it is surprising that more books on advertising from our authors are not receiving wide circulation abroad.

* * *

In making the daily walk from the railroad station to his office a member of the Class became aware of the extent to which he was confronted by sidewalk advertising, and, thinking other members might be interested, noted:

"I don't purchase or smoke cigarettes, yet I recognize trade-marks of different brands on the many package wrappers I see on the sidewalks. I can easily decide which must be the most popular cigarette in this market by the frequency with which I see the empty container. I wonder why other ad-

BUSINESS OPPORTUNITY**FOR SALE,**

lease or rent at reasonable terms the well established printing business of the Mercury Printing Company of Medford, Mass. This plant is fully equipped to produce a volume of \$60,000 per year and can be obtained on most advantageous terms. Apply to Edward M. Peters, Atty., 112 Water Street, Boston, Mass.

HELP WANTED

An active salesman who controls a considerable amount of live business, will find a profitable opportunity with a reliable printing concern having completely modern facilities. Box 673, Printers' Ink.

Large Eastern Food Manufacturer desires young college graduate with two or three years' advertising experience for position in advertising department. Reply, giving qualifications and salary requirements. Box 668, Printers' Ink.

MISCELLANEOUS

PRINTING BUYERS investigate!! Improved process reproduces price lists, sales letters, printed literature, etc. Typesetting and cuts unnecessary. Samples. Laurel Process, 480 Canal St., New York City. Walker, 5-0528.

POSITIONS WANTED

RESEARCH, PROMOTION, ANALYSIS Man, 32, has worthwhile experience in Marketing, Sales Promotion, Media and Sales Analysis. Married, \$4,000. Box 665, Printers' Ink.

SEASONED, well-trained advertising executive; merchandising, sales promotion, publicity, plan, research, idea, copy, layout, house literature, contact, sales. Good record. Box 672, Printers' Ink.

Artist of exceptional experience and ability in layout and finished illustration desires connection. Has worked on national accounts and appeared in leading periodicals. Box 674, Printers' Ink.

FUTURE ADVERTISING EXECUTIVE wants job as office boy, filing clerk, or junior in research department. Good typist. College education, age 22. Start \$18 week. Box 667, Printers' Ink.

Man, 32, who knows advertising. Sound agency contact background. Also with large manufacturer. Can sell. Can write. Would like agency or manufacturer connection. Box 671, P. I., Chicago Office.

PRODUCTION, EDITORIAL MAN. Trade paper copy, layouts, editing, office experience. Young college graduate wants sound connection with aggressive trade paper, agency, advertiser. Box 666, P. I.

PRINTING BUYER

Thorough knowledge of Cost, Advertising, Sales Promotion. Good Contact Man. 15 years' experience. Box 670, P. I.

I want an advertising job in New England. Am now employed in midwest. 27, college graduate, six years' experience in agency and industrial fields—copy, layout, production—publication, direct mail, house magazine. Samples. Box 664, P. I.

May 16, 1935

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No responsibility is assumed for any omission

Advertising rates: Page \$135; half page \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

vertisers do not get more individuality in their package or wrapper that would make their name or trade-mark stand out even on the sidewalk."

Such observations resulted in our member picking up a perfectly good American dime, which convinced him that it did pay to consider even sidewalk advertising.

+ + +

New Addresses

Graham-Gordon Company, New York advertising agency, 2 West 46th Street. Art Helfant, New York, cartoons, 505 Fifth Avenue.

William G. Seidenbaum, New York agency, 9 East 40th Street.

National Advertising Service, Inc., college newspaper representative, 420 Madison Avenue, New York.

A. Halpert Art Staff, New York, has moved its studios to 19 West 44th Street, that city.

Harry A. Earnshaw Radio Productions and Earnshaw-Young, Inc., will move on June 1, to 6424 Hollywood Boulevard, Hollywood, Calif.

George B. Hurd, Inc., paper manufacturer, after June 1, 34 Hubert Street, New York.

H. M. Kiesewetter Advertising Agency, Inc., 9 East 40th Street, New York. General Business Films, Inc., 565 Fifth Avenue, New York.

* * *

Win St. Louis Tournament

The season's first tournament of the St. Louis Advertising Golf Association was held last week. Wilson Condict, *Globe-Democrat*, won first prize in the blind bogey. Other winners were: Ed Hill, Carroll Cartwright, George Herling, F. Shaughnessy, H. C. Macoy, and Jack Wolf.

Prizes were also awarded to James R. Kearney, Jr., for low gross, and George Wagner for fewest putts. Attendance prizes were won by Henry Keeler and A. D. McKinney.

The next tournament will be held at Algonquin, June 13.

* * *

With Fort Worth Agency

Thomas J. Murphy, Jr., has joined the Advertising-Business Company, Fort Worth Agency. This agency has obtained the following accounts: Dairyland Products Company, Traders Oil Mill Company, Vinnedge Company and the Collins Art Company, all of Fort Worth, and the Collins-Davoust Paint Mfg. Company, Dallas.

* * *

Kearney, Manager, Lederer Syndicate

George F. Kearney, editorial promotion manager of the Philadelphia *Evening Public Ledger*, has been appointed manager of the *Lederer Syndicate*. He was formerly with the advertising department of the John B. Stetson Company and, later, with the *Lederer's* promotion department.

YOU pay for GOOD PRINTING *—even when you don't get it!*

YOU pay for it with the business it doesn't bring when the printing fails to make that necessary impression.

YOU pay for it in the time it takes to correct obvious mistakes that good printing service corrects.

YOU pay for it in countless other ways not included in the printer's bill.

SO. why not insist upon good printing service in the beginning—saving your time and your money?

A simple way to do this is to call
MEDallion 3-3500

CHARLES FRANCIS PRESS
461 EIGHTH AVENUE, NEW YORK CITY

FIRST IN

RETAIL

ADVERTISING

Because big stores and little stores get more sales for their money when they spend it for advertising in the Tribune.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

★ During the first four months of 1935 the Chicago Tribune led all Chicago newspapers in volume of retail display advertising.

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